

# DIGITAL

# NEWSLETTER

**EVERY TUESDAY AND THURSDAY MORNING**, the Digital newsletter delivers news, insights on a variety of topics and thought leadership from a cross-section of expert columnists to 97,000 digitally-minded, opt-in subscribers – and links back to the [adage.com/digital](http://adage.com/digital) channel, where you now have the opportunity to take exclusive ownership of the landing page.

**MESSAGE THE COMPLETE DIGITAL SUITE WITH THE NEWSLETTER, ONLINE SECTION AND CHANNEL HOMEPAGE TAKEOVER INTERSTITIAL**

## DISTRIBUTION

• 97,000 industry executives who develop, buy, sell or use digital technologies

## RATES (GROSS)

### Takeover Interstitial Package:

- 4 Weeks / \$33,550
- Rate includes Digital Channel Homepage Takeover Interstitial, advertising in the Digital Newsletter Digital section on [adage.com](http://adage.com), and Digital Next blog

### Newsletter Package:

- 4 Weeks / \$21,150
- Rate includes advertising in the Digital Newsletter Digital section on [adage.com](http://adage.com), and Digital Next blog

## IMPRESSIONS

**Takeover Interstitial Package:** Guaranteed 594,000 impressions per 4 weeks (includes both the newsletter and online impressions)

**Newsletter Package:** Guaranteed 470,000 impressions per 4 weeks (includes both the newsletter and online impressions)

## ADVERTISEMENTS (ADS ROTATE EVENLY AMONG 4 SPONSORS)

- For Takeover Interstitial: 640x480; flash; no additional movie loading from SWF; 60K max file; 5-8 seconds; no click.
- For Newsletter: banner ads - 728x90 and 300x250 (GIF/JPEG only)  
Special note about 2007 Outlook users: Anmated GIFs are not well supported. Image defaults to first image in the animation series.
- For AdAge.com: banner ads - 728x90, 300x250, 160x600 (GIF/JPEG or rich media)

## BANNER ADS

### Max. File Size

Dimensions	GIF or JPEG	Flash/Rich Media	Animation Length	Max. Loops
160x600	20K	30K	15 sec.	3
300x250	20K	30K	15 sec.	3
728x90	20K	30K	15 sec.	3
640x480	60K	60K	5-8 sec.	3



**CONTACT:** Pete Roper at 212.210.0280 or [proper@adage.com](mailto:proper@adage.com)

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