

BREAKING NEWS ALERTS

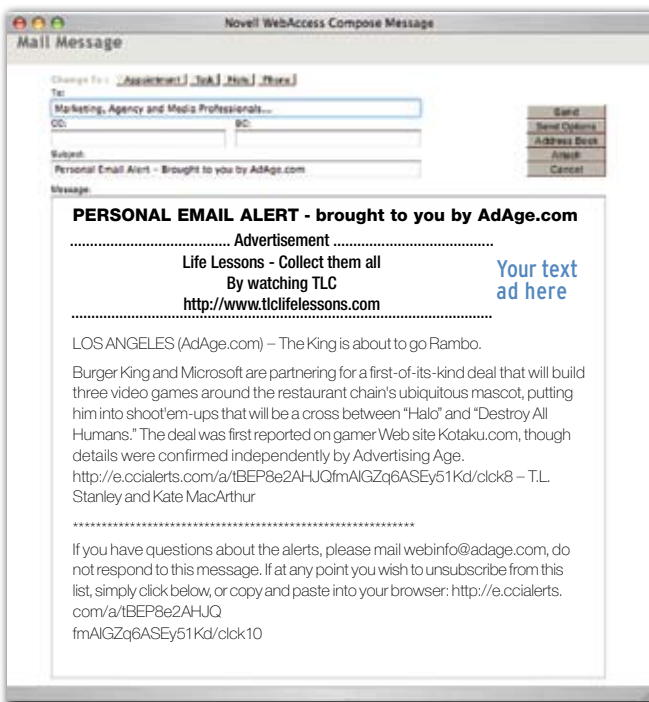
NOW ADVERTISERS CAN REACH an influential audience of advertising and marketing professionals in a timely way through advertising contained in e-mail alerts.

NEARLY 128,000 SUBSCRIBERS RECEIVE BREAKING NEWS FROM THE AD AGE EDITORIAL TEAM WHEN IMPORTANT NEWS BREAKS.

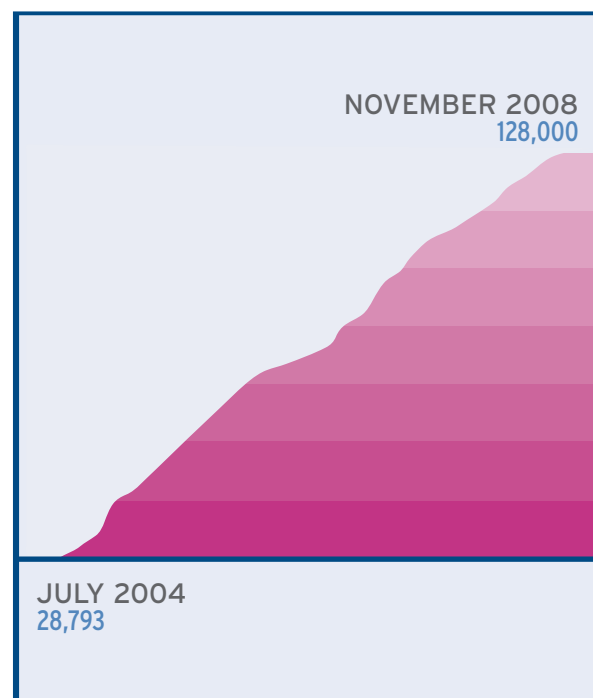
HERE ARE THE BENEFITS OF PLACING YOUR ADS IN THE E-MAIL ALERTS:

- All ads are exclusive - no other advertising appears in each alert
- Each ad sits atop the alert and is the first content to appear
- Design of alert is free of clutter for greater ad visibility
- The editors use alerts sparingly; they are not spam

SAMPLE BREAKING NEWS ALERT



RAPID GROWTH IN SUBSCRIBERS



Note: Due to the editorial nature of the e-mail alerts (single topic news items), the editors may review and reject ad content. They may also modify insertion schedule should a conflict of interest between the ad and e-mail alert topic arise.

ADAGE.COM E-MAIL ALERTS

Circulation: 127,956

2008 rates (GROSS)

- Single alert: \$4,590
- 4-pack: \$16,524

SPECS

- 3 lines of text
- 60 characters per line plus URL

MATERIAL SUBMISSION

Send all materials to Chanel McFadzean at cmcfadzean@adage.com

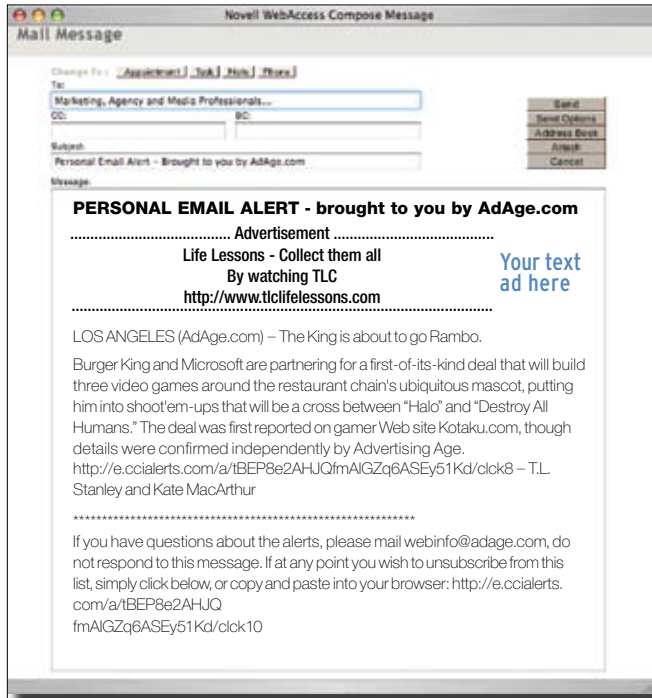
CONTACT: Pete Roper at 212.210.0280 or proper@adage.com

AdvertisingAge
NEW PLATFORMS. NEW PARTNERS. NEW ERA.

TEXT E-MAIL NEWSLETTERS

Advertiser must provide the following:

- 3 lines of text plus a URL
- 60 characters per line



Materials Submission

All creative must be received at least 5 business days prior to start of schedule. Send all materials to Chanel McFadzean at cmcfadzean@adage.com.

QUESTIONS? Contact Chanel McFadzean at 212.210.0246 or cmcfadzean@adage.com

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