

AD AGE RSS

(adage.com/rss)

BUSY EXECUTIVES have limited time to visit all the sites where they get their daily news. To keep up, they rely on RSS feeds to aggregate the articles that matter most to them in one single place. Ad Age RSS serves the needs of these busy execs, delivering its content to all the major RSS readers. Even without a reader users can easily use adage.com/rss to quickly access the article topics that matter most to them.

CONGREGATE YOUR ADS WHERE USERS AGGREGATE CONTENT
ADVERTISE YOUR BRAND ON AD AGE RSS FEED PAGES AND REACH BUSY EXECUTIVES.

RATES (GROSS)

ROS: \$72 CPM

Category: \$80 CPM

(categories include Latest News, Digital, MediaWorks and CMO Strategy)

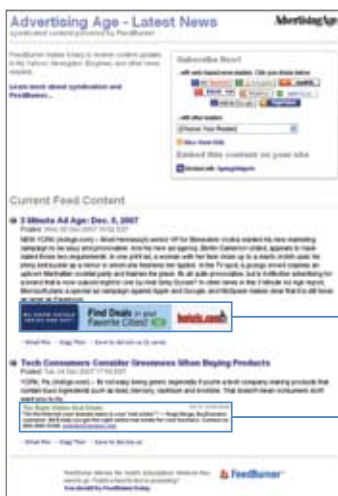
ADVERTISEMENT

Advertiser must provide one of the following (provide only one)

- Banner ad
- Text ad
- Text ad with logo

SPECIFICATIONS

See reverse



Banner Ad

Text Ad



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

AdvertisingAge

NEW PLATFORMS. NEW PARTNERS. NEW ERA.

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BANNER ADS

Dimensions	File Size	Loop Interval	Loop Max.Rotation
468x60	15K	2 sec.	3
468x120	15K	2 sec.	3

GIF and JPEG format only. No Flash or other rich media. We accept creative from most major ad serving networks (please inquire).

TEXT ADS

Type	Ad Dimensions	Max. Character Count			Max. Logo Dimensions
		Title	Body	Display URL	
Text with Logo*	468x60	45	55	55	80(w) x 40(h)
Text Only	468x60	32	190	50	
Slimline (text only)	468x15	15	45		

*Provide logo as either GIF or JPEG.

Materials Submission

All creative must be received at least 5 business days prior to start of schedule.
Send materials to Sherry Emard at semard@crain.com.

QUESTIONS? Contact Sherry Emard at 313.446.0429 or semard@crain.com



Banner Ad

Text Ad

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