

# AD AGE DAILY

**OVER 181,000** registered marketing, advertising and media subscribers start every weekday morning reviewing our outbound news service delivering the overarching and often exclusive information they need to stay on top of what is happening in the market.

**DISTRIBUTION: EVERY MORNING, MONDAY THROUGH FRIDAY**

## BANNER ADS

Dimensions	Max. File Size			Max. Loops
	GIF or JPEG	Flash/Rich Media	Animation Length	
160x600	20K	30K	15 sec.	3
300x250	20K	30K	15 sec.	3
728x90	20K	30K	15 sec.	3

## DISTRIBUTION

- 181,000 advertising marketing and media executives

## RATES (GROSS)

- One Week / \$21,450
  - Four Weeks / \$77,220
  - Ad Age Print Advertiser Weekly Rate / \$13,950
- NOTE: Advertiser must flight full page print ad in Ad Age the same week as the newsletter

## IMPRESSIONS

- Guaranteed 500,000 impressions per week

## ADVERTISEMENTS (ADS ROTATE EVENLY AMONG 4 SPONSORS)

- 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)

# NEWSLETTER

728x90

AdAge DAILY NEWS Search Advertising Age Advanced Search

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Friday August 22, 2008 | [READ ALL NEWS AT ADAGE.COM](#)

**Nike Hires Don King to Trumpet Tennis Showdown**  
New Campaign Portrays Nadal and Federer as Boxing Bravos  
NEW YORK (AdAge.com) -- Tennis has always had its share of loudmouths, some of the more memorable being the hustlers, Jimmy Connors and, of course, John McEnroe. But for its most "significant" tennis campaign in years, Nike is bringing out the most loquacious and vociferous loudmouth of them all -- Don King. Tennis will never be the same.  
# FULL ARTICLE

**P&G Taps Bloggers, Moms for Unconventional Product Launch**  
Word-of-Mouth, Buzz Push for Crest Weekly  
BATAVIA, Ohio (AdAge.com) -- Procter & Gamble Co. is trying something decidedly new with toothpaste: launching a product designed to be used once a week. And Crest, long one of P&G's biggest-selling media brands, is also taking a different tack in its marketing approach for the brand.  
# FULL ARTICLE

**Study: 53% of Marketers Will Reduce Ad Budgets**  
AMA Fall Shows Majority Intends to Tighten Belt  
NEW YORK (AdAge.com) -- The latest trend in advertising: budget sharing. So says a recent survey from the Association of National Advertisers, released today.  
# FULL ARTICLE

728x90

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# AdvertisingAge

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ADAGE.COM