

## AD NETWORK GUIDE

### How to Select the Best Ad Network For Your Brand

Online and In-Book April 14 • Closes March 12

Marketers and agencies searching for an online or digital ad network often face a dizzying array of alternatives, typically with little capacity to differentiate one company from another. Ad Age's Ad Network Guide will help marketers and media professionals understand the benefit of adding an ad network to their marketing mix, and will promote this strategy as a safe and productive way to achieve reach and frequency needs. Participating ad networks may also use this opportunity to showcase their portfolio to site publishers looking for, or looking to change representation. Only Ad Age offers the extra punch of reaching marketing, agency and publishing executives in one place!

#### ADVERTISER PACKAGE

##### ONLINE

- Custom editorial profile within interactive buying guide, live for 12 months
- Inclusion within "Unique Ad Networks Assets" comparison tool
- Live "contact me" link within digital buying guide
- Listing within the Ad Age digital ad network vendor guide

##### PRINT

- Full-page, 4-color ad
- Full-page marketing profile describing your network's unique features and benefits
- Inclusion in print directory of ad networks
- 250 reprints of section for advertisers' promotional use

##### PROMOTION

- Logo on full-page ad in Ad Age to run the week prior promoting the section to our audience
- Logo presence on all promotional banners for the section that will run on AdAge.com
- Logo presence on "Check It Out" banner promotions on all Ad Age newsletters. (Ad Age Daily, Ad Age Digital, MediaWorks, Madison+Vine and AdAgeChina)
- Online Buying Guide will also be promoted via permanent left rail navigation within our Branded Content Guide area of the site, as well as through right rail navigators

##### MARKETER AND AGENCY EVENT DISTRIBUTION

- Ad:Tech San Francisco (April 15-17 • San Francisco, CA)
- Ad:Tech New York (November 3 • New York, NY)
- New York Magazine Day (April 16 • New York, NY)
- ANA Brand Innovation Forum (April 17-24 • New York, NY)

##### AD AGE ONLINE AND IN-BOOK REACH AND DISTRIBUTION\*

257,830 print readers

2,203,785 monthly impressions; 487,088 monthly unique users

##### SPECIAL PACKAGE PRICING

\$17,500 net; includes full page + page advertorial and inclusion in online directory

Ask your salesperson about our richer sponsorship packages

#### SALES CONTACT

Your sales representative or Suzanne Hermalyn, Director of Custom Marketing Solutions

Tel: 508.497.8688, [shermalyn@crain.com](mailto:shermalyn@crain.com)

\* Sources: Ad Age Consolidated Media Report (ABC, June 2007); AdAge.com Interactive Audit Report (ABC, Apr-Jun 2007)