

'09 DIGITAL RATE CARD

Effective April 1, 2009

RUN-OF-SITE (ROS)

Impressions			CPM
75K	\$3,900	75K - 99K	\$52
100K	\$5,000	100K - 149K	\$50
150K	\$7,050	150K - 199K	\$47
200K	\$8,800	200K+	\$44

Ask about ROS banners on sister site, AdAge.com

DOLLAR VOLUME DISCOUNT Based on Online Gross Spend:

	Discount
\$100,000+	20%
\$50,000 - \$99,999	15%
\$25,000 - \$49,999	10%
\$12,000 - \$24,999	5%

\$35K and above in print receive a 5% cross-promotion discount online.

VIDEO & SPECIAL REPORTS

	Rate	Duration	Bonus
Creativity Top 5 Video Package	\$7,050	4 weeks	<ul style="list-style-type: none"> • 15-second pre-roll plus companion banners on Creativity Top 5 on Creativity-Online.com and AdAge.com • Banners on Creativity-Online.com Video Page • Banners run-of-site on Creativity-Online.com • Total Impression - 100,000
Home Page Takeovers	\$16,700	Week	100,000 ROS impressions

NEWSLETTER

	Rate	Duration	
Creativity Email Newsletter Mon-Thurs Includes 50,000 ROS and landing page impressions per week on Creativity-Online.com	\$17,895	Month	4X/Week
Submit 728 x 90 and 300 x 250 banners. Ads will rotate evenly among sponsors.	\$10,485	2 Weeks	4X/Week
	\$6,997	1 Week	4X/Week

All rates are gross and subject to 15% agency discount.

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