

'10 DIGITAL RATE CARD

Effective January 1, 2010

RUN OF SITE (ROS)

Impressions			CPM
100K	\$4,700	100K-199K	\$47
200K	\$9,000	200K-299K	\$45
300K	\$12,900	300K-499K	\$43
500K	\$20,000	500K-999K	\$40
1000K	\$37,000	1000K+	\$37

HOME PAGE TAKEOVERS (HPTO), FIRST IMPRESSION TAKEOVERS (FITO) AND MORE

	Full Week	Monday	Tuesday	Wednesday	Thursday	Friday	Weekend
Creativity Home Page Takeover	\$12,000						
Creativity First Impression Takeover	\$7,800						
Creativity First Impression Takeover Plus	\$17,900						
First Impression Takeover Plus Home Page Takeover Ad Age and Creativity	\$112,000	\$40,000	\$37,300	\$37,300	\$37,300	\$33,400	

HTML E-MAIL NEWSLETTERS

	1 Week	4 Weeks
Creativity (Mon, Tue, Wed)	\$7,000	\$25,200
CaT Newsletter (Thu)		\$5,200
Ad Age Daily	\$22,500	\$81,000
Ad Age Digital	\$6,500	\$23,400
Mediaworks	\$11,400	\$32,760
Ad Age China (Wed)		\$6,000
CMO Strategy** (Wed)		\$5,500
Talentworks (Wed)		\$5,000

**NOTE: CMO Strategy and Talentworks publish once every two weeks, of two issues every four weeks.

VIDEO (ALL PROGRAMS ARE FOR 4 WEEKS)

Creativity Top 5	\$13,000
Brand Flash	\$12,000
3-Minute Ad Age	\$14,000

MOBILE

4 Weeks	\$8,990
12 Weeks	\$23,422

TEXT E-MAIL NEWS ALERTS

	1x	4x
Breaking News Alerts	\$4,820	\$10,886
Hispanic News Alerts	\$3,175	\$16,524

DOLLAR VOLUME DISCOUNT (BASED ON ONLINE GROSS SPEND)

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

\$100K and above in print receive a 5% cross promotion discount for online advertising.

All rates are gross and subject to change

**CREAT
IVITY**

CREATIVITY-ONLINE.COM