

# CREATIVITY TOP 5

# VIDEO PACKAGE

**CREATIVITY EDITOR** Teresa Iezzi, hosts a weekly video recap of the most notable pieces of recent work. The program provides brief introductions to and comments on each piece, which range from TV spots to interactive items, print ads and more.

## REACH... AGENCY AND MARKETING CREATIVES

### CREATIVITY TOP 5

Weekly episode on Creativity-Online.com & AdAge.com

- 100% Share of Voice
- 4 episodes over 4 weeks
- 15-second pre-roll ad
- 300x250 and 300x60 companion banners on AdAge.com
- Two 300x250 companion banners on Creativity-Online.com

### CREATIVITY VIDEO AT CREATIVITY-ONLINE.COM

- Two 300x250 banner ads surround content pages

### CREATIVITY-ONLINE.COM

- 50,000 ROS banner impressions (300x250 and 728x90)

### THE WORK AT ADAGE.COM

- 15-second pre-roll ad on must-see commercials with 300x250 and 300x60 companion banners
- 300x250 and 728x90 banners surround content pages

### AD AGE VIDEO E-MAIL NEWSLETTER

- Published every Thursday
- 4 issues over 4 weeks
- 300x250 and 728x90 banner ads

### TOTAL IMPRESSIONS

- 240,000

### RATE (GROSS)

- \$13,000

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