

# DIGITAL

**THE DIGITAL ISSUE / MARCH 30**  
**DIGITAL MARKETING CONFERENCE / APRIL 7 - APRIL 8**

**THE AD AGE DIGITAL ISSUE...** covers the most significant aspects of the digital order to help advertisers, agencies and media owners better understand the space and seize upon the opportunities it presents. Editorial content includes: thought leadership essays by CMOs, founders of major digital companies, heads of agencies; a data section including media spending, online clutter by site, pricing; service pieces dedicated to specific areas of the digital space featuring "what to know" and "how to" insights; the Digital A-List, featuring Marketer of the Year, Agency of the Year and more – a great opportunity to not just learn but make sure your brand is represented in the conversation.

**THE DIGITAL MARKETING CONFERENCE...** is the preeminent conference of its kind. Serving as both an incubator of the latest ideas and propagator of the newest industry trends, the conference provides a window into the future of marketing – teaching, inspiring and ultimately connecting the ad, media and marketing community.

**Topics include:** Web Design, Creative, Online Content, Distribution, Social Media, Search, Mobile, Media Mix and more.

**Confirmed Speakers:**

Simon Clift, CMO, **Unilever** • Michele Azar, VP, Emerging Channels, **Best Buy** • Josh Weiss, Managing Director, **Delta.Com** and **Self-Service** • John Owens, Head of Marketing, **ING Direct** • Jan Valentic, SVP, Global Marketing & Growth Platforms, **Scotts Miracle-Gro** • Kelly Mooney, President and Chief Experience Officer, **Resource Interactive** • Bob Burke, President, CEO and Director, **ATG** • Dave Panos, CEO and Co-Founder, **Pluck** • Noah Elkin, VP of Corporate Strategy, **Steak**

**THE TWO MOST SIGNIFICANT DIGITAL EVENTS OF THE YEAR –  
PACKAGED INTO ONE GREAT OPPORTUNITY. PARTNERS RECEIVE:**

**IN PRINT:** Full Page Ad in the Digital Issue. Publishes March 30, Closes March 13.

**AT EVENT:** Strategically located experiential Brand Experience booth in Networking Area • Full-page ad in the program guide • Logo displayed prominently on event signage • Opportunity to distribute branded premium items • Two tickets to the conference

**RATE:** \$24,960 NET (excludes set up cost)



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ISSUE AND EVENT