

DIGITAL VIDEO

A Marketer's Guide to Video Marketing Strategies

Online and In-Book June 2, 2008 • Closes April 7

Please join Ad Age for a special custom Marketer's Guide to Digital Video. Ad Age custom editors will look at the strategies brands implement in speaking to their customers via video. In addition to our expert reporting and editing, we will offer **advertisers the opportunity to write their own article** focused on how marketers can best utilize digital and online video.

ADVERTISER PACKAGE

PRINT: 198,851 GROSS CONTACTS (IMPRESSIONS)

- Full page ad PLUS facing 4" x 14" outside column ad (could be used to include contact info, etc)
- 6" x 14" space for contributed editorial content, Ad Age will edit story
- Inclusion in print directory of video vendors
- 250 reprints of section for advertisers' promotional use

ONLINE: 431,077 MONTHLY SITE UNIQUES (GUIDE WILL BE POSTED FOR 12 MONTHS)

- The Digital Video Guide will also appear online in a special Digital Edition
 - Contains same editorial and ad unit layout as print edition
 - Video Viewer embedded in Digital Edition
 - Includes optional PDF download of print edition
 - Lives on AdAge.com for 12 months
- PLUS...you receive banner ads on AdAge.com – 100,000 ROS impressions

MARKETER & AGENCY EVENT DISTRIBUTION

- IAB Leadership Forum: User Generated Content & Social Networking (June 2 • New York, NY)
- Advertising 2.0 New York (June 3-5 • New York, NY)
- Ad:Tech Miami (June 3-4 • Miami, FL)
- AMA Effie Awards (June 4 • New York, NY)

PROMOTION: +1.5 MILLION PROMOTIONAL IMPRESSIONS

- Ad Age will drive traffic to all digital content via banner ads on Ad Age newsletters, website and via left and right rail navigation
- Ad Age will also promote the guide on WebVideoReport.com to drive additional traffic to the online edition

TOTAL PACKAGE PRICE

\$20,000 (Gross)

SALES CONTACT

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