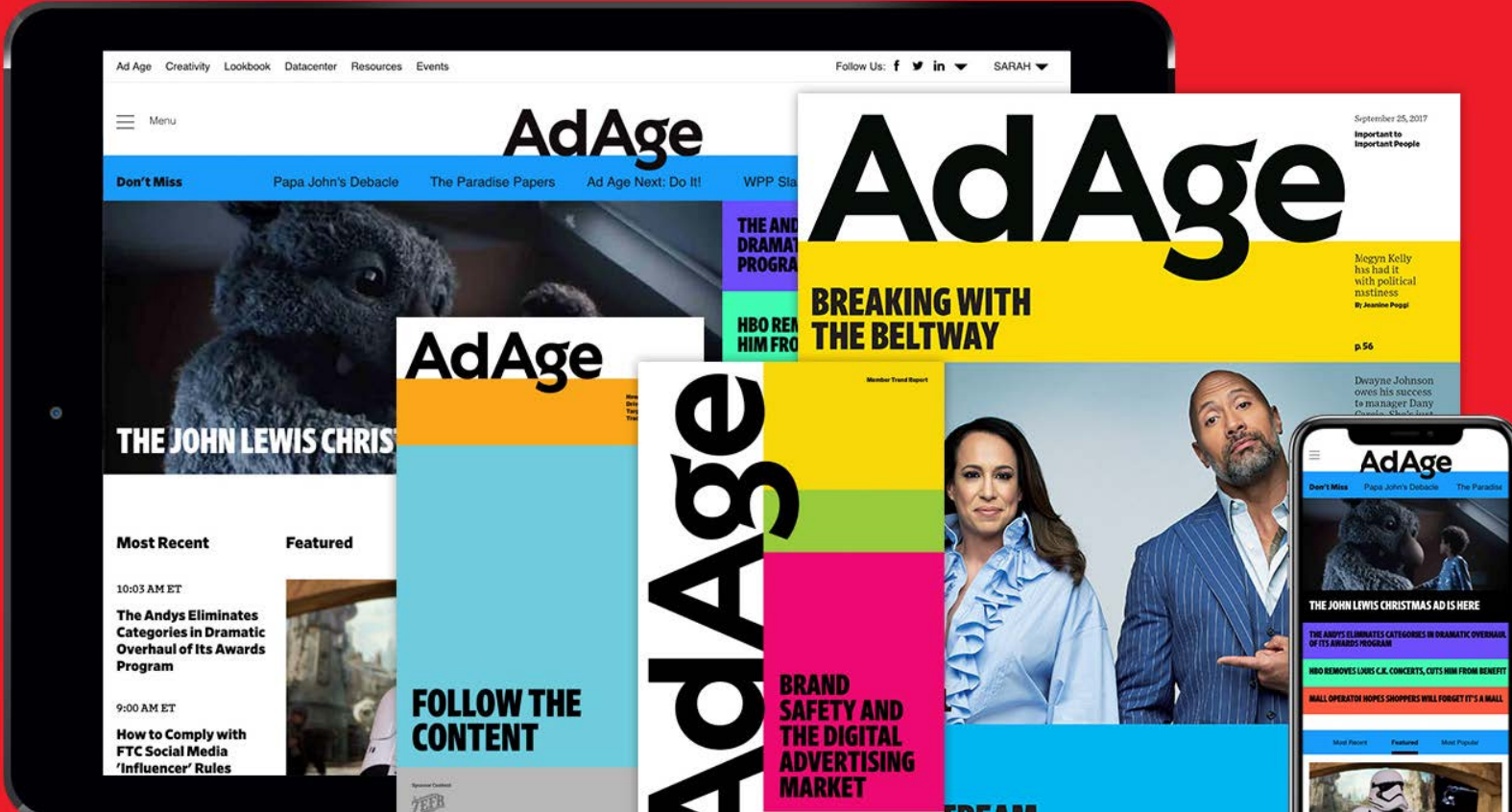


# AdAge

Important to  
Important People

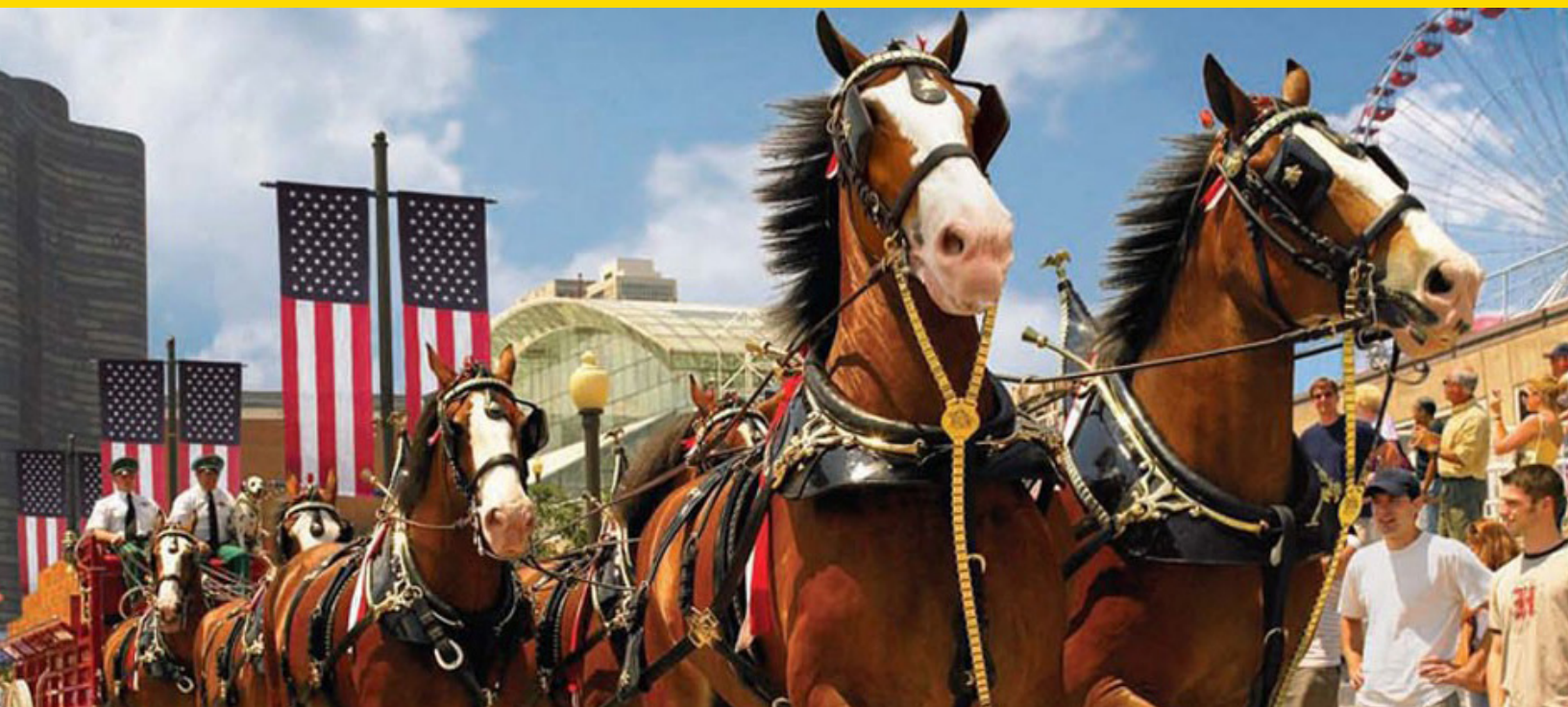
## 2018 MEDIA KIT



685 3rd Avenue  
Floor 10  
New York, NY 10017

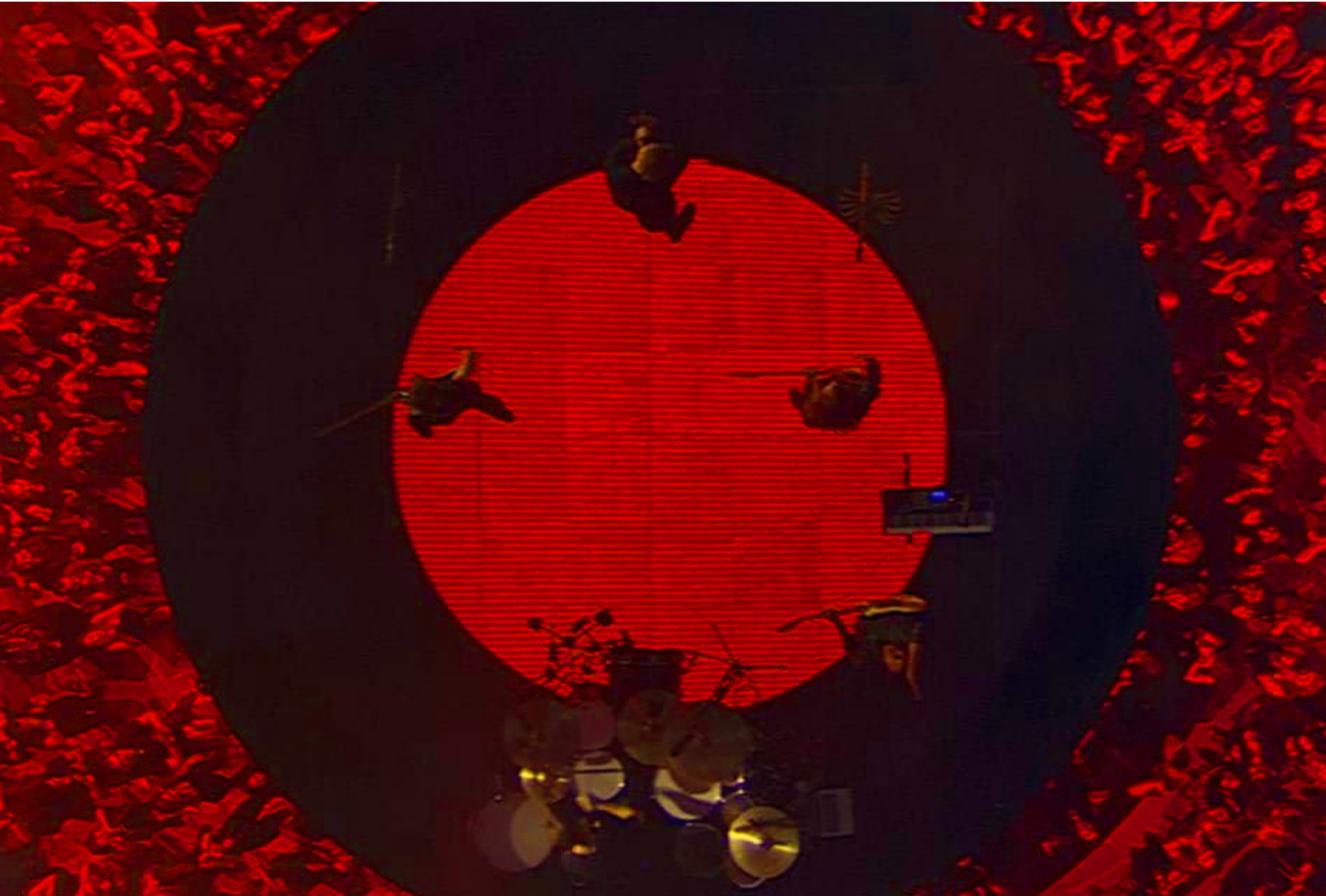
**From the World Wars to the beer wars, advertising has always been the defining landmark of our cultural landscape. And if the economy is the engine of any society, then advertising is its fuel.**

From their first appearance in 1933 to their enduring presence on the American landscape, the Clydesdales symbolize Budweiser beer and America's great industrial spirit.





For the 2015 Grammys, Deutsch helped Target give more music to fans (instead of more commercials) when Imagine Dragons took the stage on a street in Las Vegas during a single four-minute commercial buy. The strategy was repeated in 2016 with a live music video for Gwen Stefani.



**Ad Age leads and fuels  
the industry responsible  
for shaping culture.**

## Print

58K+

print subscribers

84%

read Ad Age for in-depth insights, data and analysis.

24

issues per year

## Digital

1.8M+

unique monthly users

86%\*

visit AdAge.com for breaking news.

752K+

newsletter registrants

## Events

3,000+

event attendees in 2017

73%

attend Ad Age events to network.

12

events in 2017

## Social

762K+

Facebook followers

961K+

Twitter followers

770K+

LinkedIn followers with 172K in group

**With a highly qualified audience of industry movers and culture creators, Ad Age is important to important people.**

1. Social numbers updated as of July 2018.

2. Average Ad Age print circulation (December 2017).

3. Digital metrics based on Omniture SiteCatalyst (June 2018).

\*Source: Ad Age Audience Profile Survey, 2016

# Editorial Calendar

Print Issue	Issue Close	Materials Due	
Jan. 8	Dec. 28	Jan. 2	<b>The 2018 Survival Guide Issue</b>
Jan. 22	Jan. 11	Jan. 15	<b>The Gen Z Issue</b>
Feb. 5	Jan. 25	Jan. 29	<b>The Super Bowl Issue featuring Super Bowl Ad Review</b>
Feb. 19	Feb. 8	Feb. 12	<b>The Agency A-List Issue*</b>
Mar. 5	Feb. 22	Feb. 26	<b>The March 5 Issue featuring SXSW Preview</b>
Mar. 19	Mar. 8	Mar. 12	<b>The Travel Issue</b>
Apr. 2	Mar. 22	Mar. 26	<b>The Agency of the Future Issue</b>
Apr. 16	Apr. 5	Apr. 9	<b>The Music Issue</b>
Apr. 30	Apr. 19	Apr. 23	<b>The Martech Issue* featuring Agency Report and Agency Family Trees Poster</b>
May 14	May 3	May 7	<b>The TV Upfronts Issue</b>
May 28	May 17	May 21	<b>The Women to Watch Issue</b>
Jun. 11	May 31	Jun. 4	<b>The Cannes Lions Issue featuring Young Creatives Cover Contest</b>
Jun. 25	Jun. 14	Jun. 18	<b>The June 25 Issue with 200 Leading National Advertisers Fact Pack</b>
Jul. 9	Jun. 28	Jul. 2	<b>The AI Issue</b>

<b>Print Issue</b>	<b>Issue Close</b>	<b>Materials Due</b>	
Jul. 23	Jul. 12	Jul. 16	<b>The July 23 Issue featuring Small Agency Spotlight</b>
Aug. 13	Aug. 2	Aug. 6	<b>The Dog Days of Summer Issue with Hispanic Fact Pack</b>
Sep. 10	Aug. 30	Sep. 3	<b>The New Media Issue</b>
Sep. 24	Sep. 13	Sep. 17	<b>The 40 Under 40 with 7 Over 70 Issue*</b>
Oct. 1	Sep. 20	Sep. 24	<b>The Ad Tech Issue*</b>
Oct. 22	Oct. 11	Oct. 15	<b>The Scary Issue: Brand fails, horror stories and superstitions</b>
Nov. 5	Oct. 25	Oct. 29	<b>The ROI Issue: What actually worked</b>
Nov. 19	Nov. 8	Nov. 12	<b>The Talent Issue</b>
Dec. 3	Nov. 21	Nov. 26	<b>The Marketer A-List Issue with World's Leading Advertisers</b>
Dec. 17	Dec. 6	Dec. 10	<b>The Year in Review Issue with Marketing Fact Pack</b>

# Bonus Distribution

<b>Print Issue</b>	<b>Bonus Distribution</b>	<b>Ad Age Event Distribution</b>	
Jan. 8	<b>The 2018 Survival Guide Issue</b>	CES	Ad Age CES Dinner
Feb. 19	<b>The Agency A-List Issue</b>	Mobile World Congress	Ad Age House Barcelona
Mar. 5	<b>The SXSW Preview Issue</b>	SXSW	
Mar. 19	<b>The Travel Issue</b>	Advertising Week Europe	
Apr. 2	<b>The Agency of the Future Issue</b>	4A's Conference	
Apr. 16	<b>The Music Issue</b>		Ad Age A-List & Creativity Awards Gala
Apr. 30	<b>The Martech Issue</b>		Ad Age Survival Summit
May 28	<b>The Women to Watch Issue</b>		Ad Age Women to Watch Europe
Jun. 11	<b>The Cannes Lions Issue featuring Young Creatives Cover Contest</b>	Cannes Lions International Festival of Creativity	Ad Age Lawn Party
Jul. 9	<b>The AI Issue</b>		Ad Age Small Agency Conference & Awards
Jul. 23	<b>The July 23 Issue featuring Small Agency Awards</b>		Ad Age Women to Watch U. S.
Aug. 13	<b>The Dog Days of Summer Issue with Hispanic Fact Pack</b>		Ad Age House Hamptons
Sep. 24	<b>The 40 Under 40 with 7 Over 70 Issue</b>		
Oct. 1	<b>The Ad Tech Issue: What you need to know now</b>	Advertising Week New York	
Oct. 22	<b>The Scary Issue: Brand fails, horror stories and superstitions</b>	ANA Masters of Marketing Conference	Ad Age House Los Angeles Ad Age ANA Dinner
Nov. 5	<b>The ROI Issue: What actually worked</b>		Ad Age Next

# Print Rates

## 4-Color Rates

Page Unit	1X - 5X	6X - 8X	9X - 12X	13X+
Two-Page Spread	\$66,235	\$64,095	\$58,525	\$57,235
Horizontal Half-Spread	\$45,745	\$43,885	\$41,035	\$39,815
Full Page	\$35,190	\$34,120	\$31,335	\$30,690
Half-Page Horizontal	\$24,945	\$24,015	\$22,590	\$21,980
Half-Page Vertical	\$24,945	\$24,015	\$22,590	\$21,980
Quarter Page Square	\$14,220	\$13,725	\$12,955	\$12,695
Quarter Page Vertical	\$14,220	\$13,725	\$12,955	\$12,695
Horizontal Strip	\$14,220	\$13,725	\$12,955	\$12,695

## Black & White Rates

Page Unit	1X - 5X	6X - 8X	9X - 12X	13X+
Two-Page Spread	\$54,120	\$51,980	\$46,410	\$45,120
Horizontal Half-Spread	\$33,630	\$31,770	\$28,920	\$27,700
Full Page	\$27,060	\$25,990	\$23,205	\$22,560
Half-Page Horizontal	\$16,815	\$15,885	\$14,460	\$13,850
Half-Page Vertical	\$16,815	\$15,885	\$14,460	\$13,850
Quarter Page Square	\$8,905	\$8,410	\$7,640	\$7,380
Quarter Page Vertical	\$8,905	\$8,410	\$7,640	\$7,380
Horizontal Strip	\$8,905	\$8,410	\$7,640	\$7,380

## Cover Wraps and Gatefolds (Any two, three or four process colors)

Unit	Price
Issue Wrap (3 pages)	\$136,050
Standard Gatefold Off Cover (3 pages)	\$110,380
3-Page Gatefold (in-book)	\$110,380
Cover Wrap Gatefold (4 pages)	\$164,180
Cover Wrap (2 pages)	\$106,680
Half Cover (1 vertical 1/2 page)	\$45,730
Half Cover (2 vertical 1/2 pages)	\$68,020

## Premiums

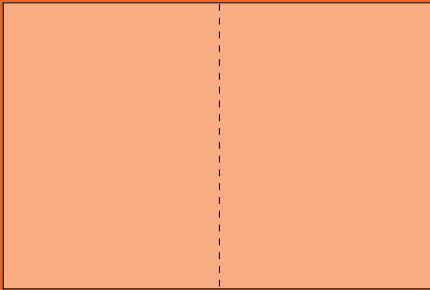
Cover 2 / Page 1 - 10%  
 Cover 3 - 0%  
 Cover 4 - 20%



# Print Ad Specifications

Page Unit	Trim Size	Live Area	Bleed
Two-Page Spread	20" x 13"	19.25" x 12.25"	20.25" x 13.25"
Horizontal Half-Spread ·	20" x 6.375"	19.25" x 6"	20.25" x 6.625"
Full Page	10" x 13"	9.25" x 12.25"	10.25" x 13.25"
Half-Page Horizontal ·	10" x 6.375"	9.25" x 6"	10.25" x 6.625"
Half-Page Vertical ·	4.875" x 13"	4.5" x 12.25"	5.125" x 13.25"
Quarter-Page Square		4.5" x 6"	4.625" x 6.125"
Quarter Page Vertical ·	2.625" x 13"	2.25" x 12.25"	2.875" x 13.25"
Horizontal Strip ·	10" x 3.25"	9.25" x 2.875"	10.25" x 3.5"

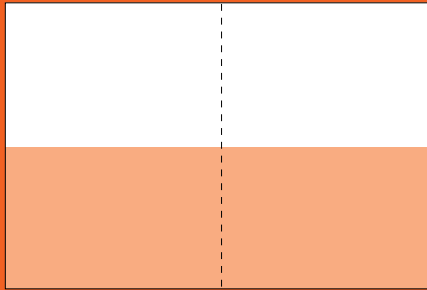
· Fractional units include bleed on all sides.



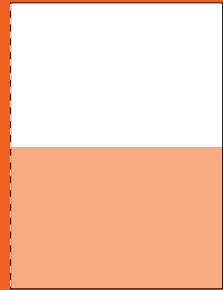
Two-Page Spread



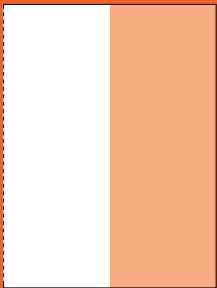
Full Page



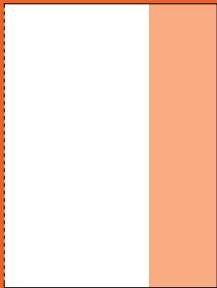
Horizontal Half-Spread



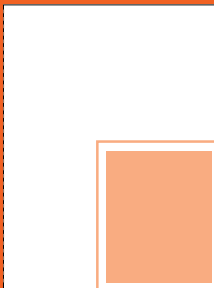
Half-Page Horizontal



Half-Page Vertical



Quarter-Page Vertical



Quarter-Page Square



Horizontal Strip

# Production Information

## Advertising Submission Instructions

All advertising should be provided in PDF format and accompanied by a contract proof SWOP-certified for color matching.

- Required format for black-and-white or four-color digital advertisement is hi-res Adobe Acrobat PDF or PDF-X/1a file format (version 8.0 compatible) with all fonts and images embedded.
- Embedded images must be a minimum of 266 ppi (pixels per inch). Color images must be CMYK.
- Postscript Type 1 fonts are strongly preferred. Outlining fonts is acceptable as well. Files containing composite or multiple master (MM) fonts will not be accepted.
- Files containing RGB or LAB images or Open Prepress Interface (OPI) comments will not be accepted.

For further instructions on how to prepare your digital advertisement and upload to Crain's Digital Ad Processing Center, please visit [adage.sendmyad.com](http://adage.sendmyad.com).

## Color Instructions

To insure the color of your ads meets our requirements, please follow these guidelines.

### Two-Color Process

Standard AAAA and ABM process colors are solid traps using process inks and are available at Standard Color Rate; please refer to the current rate card for rates.

- **Blue** = 100% process cyan
- **Magenta** = 100% process magenta
- **Yellow** = 100% process yellow
- **Red** = 100% process magenta and 100% process yellow
- **Green** = 100% process cyan and 100% process yellow

### Four-Color Process

The reproduction quality of four-color advertisements printed in Ad Age will depend largely on the quality of the supplied digital files and proofs. Please visit our web site at [adage.sendmyad.com](http://adage.sendmyad.com).

## PMS Inks or Pre-Mixed Inks

PMS inks or premixed inks require dedicated print units and will be billed at Matched Color Rate. Please refer to current rate card for rates.

## Reverse Ads

Reverse black-and-white advertisements are accepted at no additional charge.

## Insert Sizes

Minimum size: 5" x 3.5"

Maximum size: 9.5" x 12.5"

## Additional File Preparation Instructions

In addition to the advertising submission instructions, following these general industry guidelines when preparing files and proofs will help our printer obtain a good press match on its web offset press:

- 120-line screen is recommended, not to exceed 133-line screen. Maximum density in any one area, all colors, should not exceed 300%, with only one solid color.
- Reverse lettering in four-color advertisements should be spread with dominant color forming shape of letters. Thin lines, serifs, small and medium-size lettering should be restricted to one color only.
- Preferred proofs are Kodak approvals or Iris proofs prepared 5-7% heavier than the file to simulate press gain and ink coverage to our web offset press.
- Color lasers or low-quality inkjet prints are not acceptable for color guidance.
- Follow AAAA/ABM/MPA-recommended standards for process ink color formulations.
- Proofing progression of colors should correspond to Ad Age printing press: Black, cyan, magenta, yellow.
- Direction of roller travel should be from side to side of pages (not top to bottom) to match press conditions.
- Recommended proofing stock is a 60 lb. basis weight of 70 (nominal) brightness.

## Shipping Instructions

Send proof for ad to:

Ad Age

Attn: Simone Pryce

685 3rd Avenue, Floor 9

New York, NY 10017

Advertisements supplied to Crain without an acceptable color proof will be printed to SWOP standards. The printer and/or publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof.

## Questions?

Contact Simone Pryce,

Media Services Director

at 212-210-0187

or [spryce@crain.com](mailto:spryce@crain.com).

# Digital Rates

[Download digital ad specifications.](#)

## First-Impression Takeovers

<b>FITO Campaigns</b>	<b>Mon.</b>	<b>Tue.</b>	<b>Wed.</b>	<b>Thr.</b>	<b>Fri./Sat./Sun.</b>
Site-Wide First Impression Takeover Includes all channels	<b>\$32,520</b>	<b>\$32,520</b>	<b>\$32,520</b>	<b>\$32,520</b>	<b>\$27,086</b>
Site-Wide First Impression Takeover plus Homepage Takeover	<b>\$44,640</b>	<b>\$44,640</b>	<b>\$44,640</b>	<b>\$44,640</b>	<b>\$33,473</b>

Reveal unit is available for a flat fee of \$3,000 net.

## Run of Site (ROS)

<b>Campaigns</b>	<b>CPM Price</b>
Run-of-Site	<b>\$68</b>
Targeted/Section	<b>\$75</b>
Tagging	<b>\$90</b>

## Social Media Takeovers

<b>Share of Voice</b>	<b>CPM, Sold Monthly</b>
100% SOV on pages where traffic comes from Facebook	<b>\$90</b>
100% SOV on pages where traffic comes from Twitter	<b>\$90</b>

## Dollar Volume Discount

<b>Based Upon Online Gross Spend</b>	<b>CPM Price</b>
\$175,000+	<b>15%</b>
\$75,000-\$174,999	<b>10%</b>
\$20,000-74,999	<b>5%</b>

\$100,000 and above in print receives a 5% cross-promotion discount for online advertising.

# Creativity Rates

[Download digital ad specifications.](#)

## Run of Site (ROS)

Impressions		CPM	
100,000	<b>\$4,900</b>	100,000-199,999	\$49
200,000	<b>\$9,200</b>	200,000-299,999	\$46
300,000	<b>\$13,500</b>	300,000-499,999	\$45
500,000	<b>\$20,500</b>	500,000-999,999	\$41
1,000,000	<b>\$38,000</b>	1,000,000+	\$38

## Homepage and First-Impression Takeovers

Campaigns	Full Week
Homepage Takeover plus Interstitial	<b>\$12,000</b>
First Impression Takeover plus Interstitial	<b>\$15,000</b>
First Impression plus Homepage Takeover with Interstitial	<b>\$19,125</b>

Reveal unit is available for a flat fee of \$3,000 net.

## Dollar Volume Discount

Based Upon Online Gross Spend	CPM Price
\$175,000+	<b>15%</b>
\$75,000-\$174,999	<b>10%</b>
\$20,000-74,999	<b>5%</b>

\$100,000 and above in print receives a 5% cross-promotion discount for online advertising.

# Newsletter Rates

Ad Age email newsletters deliver essential, trustworthy news right into the hands of industry influencers and thought leaders who are striving to stay ahead of the latest news and trends. With a newsletter sponsorship, your brand will be at the forefront of the conversation and, more importantly be top of mind for key decision makers.

## Agency News

(65,000+ Opt-in subscribers) Newsletter and Agency Channel Targeted Impressions Sold four consecutive weeks	
<b>50% SOV</b> 287,500 Impressions	<b>\$17,650</b>
<b>100% SOV</b> 575,000 Impressions	<b>\$35,300</b>

## CMO Strategy

(89,000+ Opt-in subscribers) Newsletter and Marketing Channel Targeted Impressions Sold four consecutive weeks	
<b>50% SOV</b> 500,000 Impressions	<b>\$17,650</b>
<b>100% SOV</b> 1,000,000 Impressions	<b>\$35,300</b>

## Creativity

(75,000+ Opt-in subscribers) Newsletter and Run of Site Sold weekly	
<b>50% SOV</b> 160,000 Impressions	<b>\$7,140</b>
<b>100% SOV</b> 320,000 Impressions	<b>\$14,280</b>

## Wake-Up Call

(163,000+ Opt-in subscribers) Newsletter and Run of Site Sold weekly	
<b>100% ownership</b> 400,000 Impressions	<b>\$20,000</b>

## Digital

(93,000+ Opt-in subscribers) Newsletter and Digital Channel Targeted Impressions Sold weekly	
<b>50% SOV</b> 200,000 Impressions	<b>\$17,650</b>
<b>100% SOV</b> 400,000 Impressions	<b>\$35,300</b>

## Media Buzz

(72,000+ Opt-in subscribers) Newsletter and Media Channel Targeted Impressions Sold two consecutive weeks	
<b>50% SOV</b> 225,000 Impressions	<b>\$15,880</b>
<b>100% SOV</b> 450,000 Impressions	<b>\$31,764</b>



# Custom Content Rates

## White Papers

<b>Custom White Paper</b>	
Online only	<b>\$35,000</b>
Print and Online	<b>\$70,000</b>

<b>Custom White Paper Brief</b> Inquire about discounts for a series of three or more	
Online only	<b>\$20,000</b>
Print and Online	<b>\$50,000</b>

<b>White Paper Posting</b>	
3 month posting	<b>\$5,000</b>
9 month posting	<b>\$9,000</b>

## Sponsor and Custom Content

<b>Offerings</b>	<b>NET</b>
Publishing Partner Post (1)	<b>\$17,500</b>
5 Online Posts with One Extended to Print	<b>\$85,000</b>
10 Online Posts with Three Extended to Print	<b>\$170,000</b>
Custom Webcast	<b>\$21,000</b>
Custom Research Standalone research	<b>\$50,000</b>
Intelligence Center/Hub 6 month hub	<b>\$50,000</b>
Intelligence Center/Hub 12 month hub	<b>\$90,000</b>
Custom Video Series Minimum of 4 episodes	Price upon request
Infographics Custom graphics built to meet your objectives	Price upon request

# Events Calendar

Month	Day	Event/Conference	Venue	City
January	9-12	<b>CES   Ad Age Remotely Entertaining</b>	Las Vegas Convention Center	Las Vegas
February	26-March 1	<b>Mobile World Congress   Ad Age House</b>	Casa Batlló	Barcelona
March	9-18	<b>SXSW   Ad Age Remotely Entertaining</b>	Various Locations	Austin, TX
April	11	<b>Ad Age House</b>	The Diamond Club at Marlins Park	Miami
April	19	<b>Ad Age A-List &amp; Creativity Awards</b>	Cipriani 25	New York City
May	2	<b>Ad Age Survival Summit</b>	The Loews Chicago	Chicago
June	6	<b>Ad Age Women to Watch Europe</b>	White City House	West London
June	20	<b>Ad Age Cannes Lawn Party</b>	Le Grand Hôtel	Cannes
July	17 + 18	<b>Ad Age Small Agency Conference and Awards</b>	Marina del Rey Marriott	Los Angeles
August	9	<b>Ad Age Women to Watch</b>	Cipriani 42	New York City
August	25	<b>Ad Age House</b>	Private Southampton Estate	Southampton
September	13 + 14	<b>Dmexco DAC Dinner</b>	Excelsior Hotel Ernst	Cologne
October	1-4	<b>Advertising Week New York</b>	TBA	New York City
October	25	<b>Association of National Advertisers Dinner</b>	TBA	Orlando
November	13 + 14	<b>Ad Age Next</b>	New World Stages	New York City

# Contact Us

## Ad Age

**Crain Communications Inc**  
**685 3rd Avenue, Floor 10**  
**New York, NY 10017**

**P: 212-210-0100**  
**F: 212-210-0111**  
**AdAge.com**

### Sales/ Sponsorships

Jackie Ramsey  
General Manager, Revenue  
& Client Partnerships  
212-210-0475  
jramsey@adage.com

### Marketing/ Custom Content

Heidi Waldusky  
Associate Publisher,  
General Manager, Marketing & Brand  
212-210-0141  
hwaldusky@adage.com

### Events & Conferences, Ticket Sales

Tina Marchisello  
Senior Director, Conferences & Events,  
Executive Producer  
212-210-0235  
tmarchisello@adage.com

### Print Advertising Material Submissions

Simone Pryce  
Media Services Director  
P: 212-210-0187, F: 212-210-0490  
spryce@crain.com  
Print Ad Specs and Upload:  
<http://adage.sendmyad.com>

Submit all online ad materials for  
Ad Age and Ad Age Creativity to:  
[adops-adage@crain.com](mailto:adops-adage@crain.com)

### Subscriber Services

877-320-1721  
customerservice@adage.com

### Additional Information

[Download AAM Statement](#)  
[Download Interactive Audit](#)  
[Download Audience Profile](#)  
[Download Terms & Conditions](#)

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