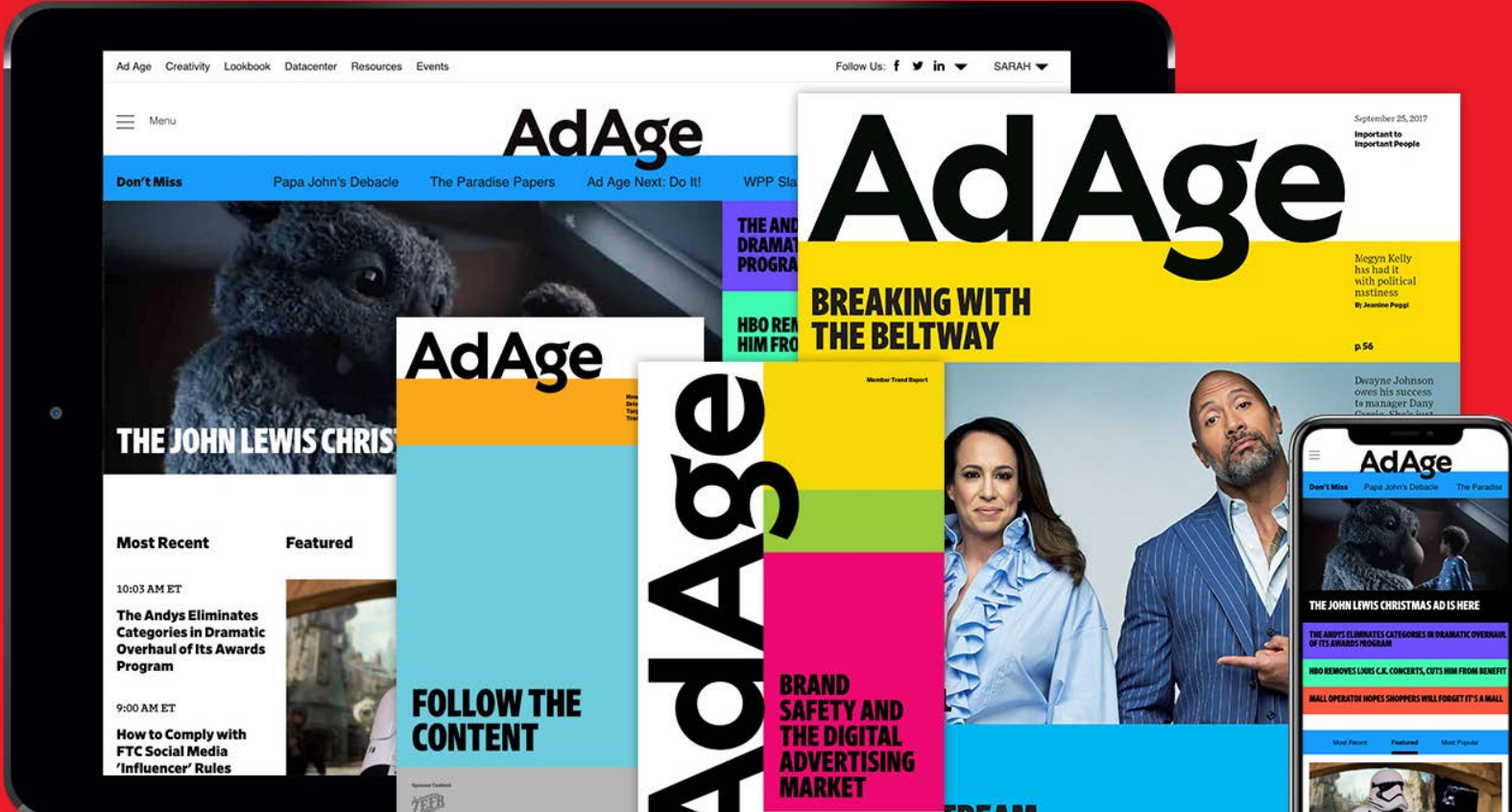


AdAge

Important to
Important People

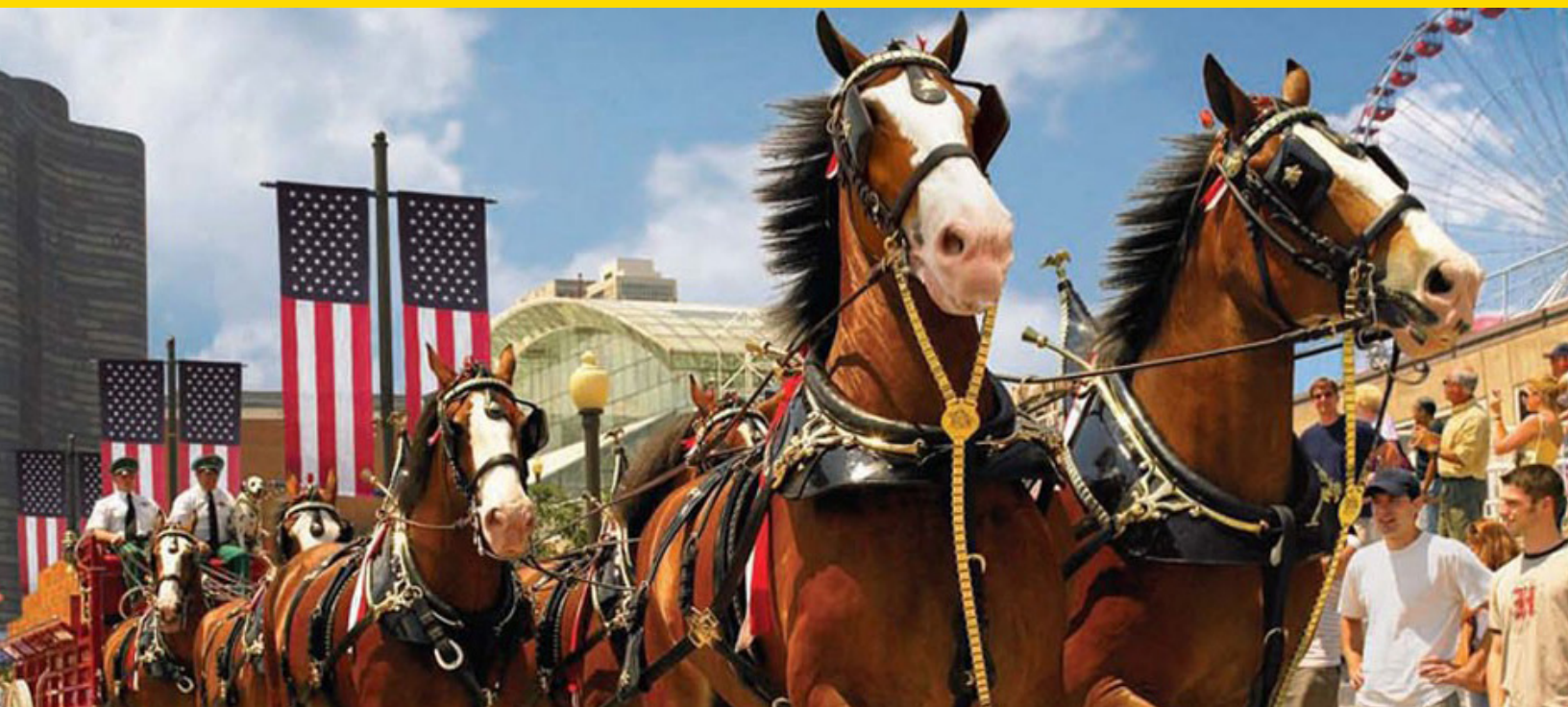
2018 MEDIA KIT



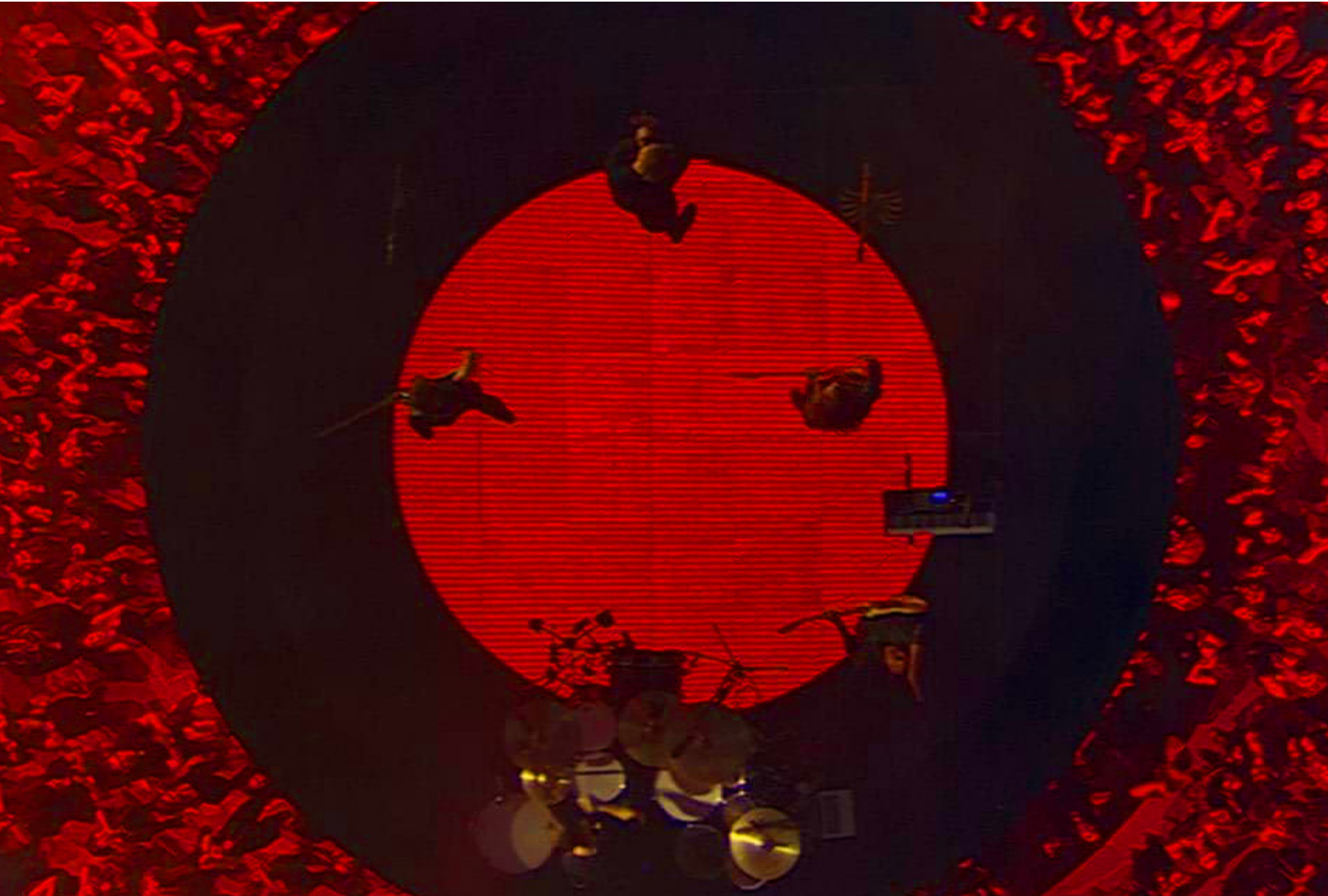
685 3rd Avenue
Floor 10
New York, NY 10017

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

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

Bonus Distribution

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

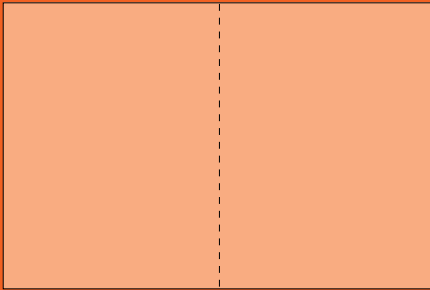
Premiums

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"

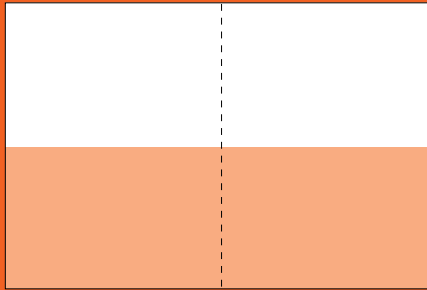
· Fractional units include bleed on all sides.



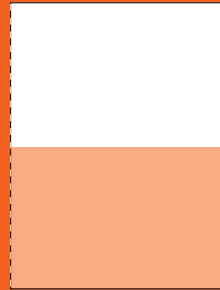
Two-Page Spread



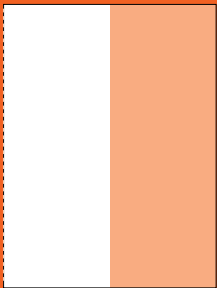
Full Page



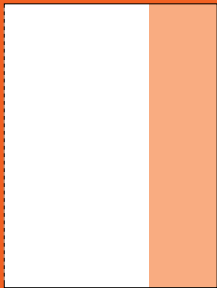
Horizontal Half-Spread



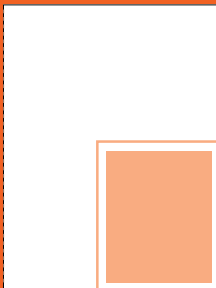
Half-Page Horizontal



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.

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.

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.

Digital Rates

[Download digital ad specifications.](#)

First-Impression Takeovers

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

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

Run of Site (ROS)

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

Social Media Takeovers

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

Dollar Volume Discount

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

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

Homepage and First-Impression Takeovers

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

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

Dollar Volume Discount

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

\$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	
50% SOV 287,500 Impressions	\$17,650
100% SOV 575,000 Impressions	\$35,300

CMO Strategy

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

Creativity

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

Wake-Up Call

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

Digital

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

Media Buzz

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

Custom Content Rates

White Papers

Custom White Paper	
Online only	\$35,000
Print and Online	\$70,000

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

White Paper Posting	
3 month posting	\$5,000
9 month posting	\$9,000

Sponsor and Custom Content

Offerings	NET
Publishing Partner Post (1)	\$17,500
5 Online Posts with One Extended to Print	\$85,000
10 Online Posts with Three Extended to Print	\$170,000
Custom Webcast	\$21,000
Custom Research Standalone research	\$50,000
Intelligence Center/Hub 6 month hub	\$50,000
Intelligence Center/Hub 12 month hub	\$90,000
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	CES Ad Age Remotely Entertaining	Las Vegas Convention Center	Las Vegas
February	26-March 1	Mobile World Congress Ad Age House	Casa Batlló	Barcelona
March	9-18	SXSW Ad Age Remotely Entertaining	Various Locations	Austin, TX
April	11	Ad Age House	The Diamond Club at Marlins Park	Miami
April	19	Ad Age A-List & Creativity Awards	Cipriani 25	New York City
May	2	Ad Age Survival Summit	The Loews Chicago	Chicago
June	6	Ad Age Women to Watch Europe	White City House	West London
June	20	Ad Age Cannes Lawn Party	Le Grand Hôtel	Cannes
July	17 + 18	Ad Age Small Agency Conference and Awards	Marina del Rey Marriott	Los Angeles
August	9	Ad Age Women to Watch	Cipriani 42	New York City
August	25	Ad Age House	Private Southampton Estate	Southampton
September	13 + 14	Dmexco DAC Dinner	Excelsior Hotel Ernst	Cologne
October	1-4	Advertising Week New York	TBA	New York City
October	25	Association of National Advertisers Dinner	TBA	Orlando
November	13 + 14	Ad Age Next	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

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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