ADWEEK

DIGITAL + SOCIAL

RATES

ALL PRICES QUOTED IN NET
SUBJECT TO CHANGE

RUN OF SITE *(ROS)*

Size	*CPM*
728x90	$68
300x250	$68
300x600	$95

TARGETED DISPLAY

Targeted to Home Page and by Channel Topic.

Size	*CPM*
728x90	$108
300x250	$108

EDITORIAL HUBS *(Non-Cancellable)*

Tied to special issues, see editorial calendar. Sponsorship is live for two weeks.

Single sponsored except for Digital NewFronts, Cannes Lions, Super Bowl. Ask your Adweek Rep for details.

Editorial Hubs $36,000

CHANNEL SPONSORSHIP *(WEEKLY)*

Information available upon request.

HIGH IMPACT UNITS

Home Page Takeover

Flat Rate	*Est. Impressions*
$21,000/Day	100,000
$28,000/Day *(with 640x480 prestitial)*	125,000

Points of Entry Roadblock

The user will see your ad first on all points of entry other than the home page (units vary depending on which page entered).

Flat Rate	*Est. Impressions*
$24,000/Day	150,000
$29,000/Day *(with push-down unit)*	150,000

All Points of Entry Roadblock

The user will see your ad first on all points of entry to Adweek.com (units vary depending on which page entered), and includes a home page takeover.

Flat Rate	*Est. Impressions*
$32,500/Day	250,000
$37,700/Day *(with push-down unit)*	250,000

Video Pre-roll $108 CPM

With 300x250 companion ad
:15 second limit (Brightcove platform).

Available franchise positions:
- 6 Questions
- Big Players, Big Ideas
- Trending Topics

Rich Media (ROS) $108 CPM

All standard units available:
- Push Down Units
- Skins
- Expandable Banners
- Portrait Units
- Video Wall
- Billboard
- Film Strip

CUSTOM PROGRAMS
(Non-Cancellable)

BrandShare Native Ad Initiative

Article / Infographic / Video / Blog Post / Op-Ed:

Starting at $16,000

Webinars

1X	$23,100
2X	$22,100
3X	$21,000

eBlasts *(up to 70,000 opt-in subscribers)*

1X	$12,500
2X	$11,500
3X	$10,500

Social Promotions

Become an official partner for the weekly #adweekchats on Twitter, which are produced by the Adweek editorial team and feature prominent industry leaders weighing in about timely topics.

3X	$15,000
6X	$14,000
9X	$13,000

T&C's

Please note: all rates are net and subject to change.

For all digital advertisements other than digital custom units and advertisements placed on a 100% SOV basis, the cancellation policy is as outlined in the 4A's/IAB "Standard Terms and Conditions for Interactive Advertising for Media Buys One Year or Less; Version 3.0" which can be accessed via the following link: http://www.iab.net/media/file/IAB_4As_tsandcs_Education_FINAL.pdf

Regardless of the date of cancellation, advertiser is responsible for 100% of the amount shown on the insertion order for custom digital units and for advertisements placed on a 100% SOV basis.

IMPRESSION DELIVERY CAUSE: Upon completion of 150% impression delivery for 100% SOV sponsorships or high impact units, the publisher reserves the right to reduce or cease impression delivery for the remaining term of the sponsorship.

Updated: 11/8/16