

effective January 1, 2012 Please note: all rates are net and subject to change

Contact your sales rep or info@adweek.com

Sent only to opt-in subscribers, our newsletters are a great tool to reach targeted prospects and customers, conducting a "Call to Action" campaign, announcing a new product or service or generating leads.

728x90



THE PRESS TELEVISION TECHNOLOGY ADVERTISING & BRANDING ADFREAK VIDEO GALLERIES

Featured

Information Diet: David X. Cohen
 'Futurama' head writer gets through L.A. commute with audio books by Sam Thielman

Specs Age 45 Accomplishments Head writer and executive producer of Futurama, which premieres on Comedy Central on June 20 at 10 p.m.; former writer on The Simpsons Base Los Angeles What's the first information you consume in the morning? I guess...



300x250

Today's Stories

Silicon Alley's Night Out
 Wednesday night, for the second year in a row, Time Inc. threw a party to fete its list of 10 NYC Startups To Watch. Several of the company's leaders sat down with Adweek to discuss how being based in Silicon Alley colors their businesses. Nikhil Sethi, CEO and cofounder of social ad firm...

MLB Advanced Media Planning Major Game Initiative This Summer
 MLB Advanced Media is a quietly powerful force in digital media. Like, really powerful. With some projecting revenue of \$500 million in 2012 and clients like NCAA March Madness and even Glen Beck's online venture GBTV, Advanced Media's technology is the gold standard for live Internet bro...

Guinness QR Cup Reveals Scannable Code When Full
 QR codes have been exhibiting an uncharacteristic characteristic lately—they've been not sucking as much. We had the Korean retailer's 3-D sunlight-activated QR code, which was scannable only at lunch, when the shadows lined up. Now, we have this Guinness QR code on a beer glass, dr...

Do Not Track Gets Support From Twitter FTC tech head discusses tracking and privacy
 Twitter has come out in support of Do Not Track, the privacy feature adopted by Web browsers such as Mozilla's Firefox, Apple's Safari and Microsoft's Internet Explorer that lets users opt out of having their browsing behavior tracked. The Federal Trade Commission's c...

160x600

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All newsletters, unless noted, have the following four ad units:

Top 728x90 Leaderboard | 300x250 Square | 160x600 Skyscraper | 728x90 Anchor |

Adweek Daily Monday - Friday

A recap of the top stories of the day

- Weekly Sends: 125,000
- Weekly Net Sponsorship
 728x90 Leaderboard: \$4,300 | 300x250: \$4,100 | 160x600: \$4,100 | 728x90 Anchor: \$2,100

100% SOV = \$12,300 / 50% SOV = \$8,200 (Leaderboard + 160x90)

Today's News in The Press Monday - Friday

The most important news and press-related stories

- Weekly Sends: 85,000
- Weekly Net Sponsorship
 728x90 Leaderboard: \$3,400 | 300x250: \$3,200 | 160x600: \$3,200 | 728x90 Anchor: \$1,600

100% SOV = \$9,500 / 50% SOV = \$6,200 (Leaderboard + 160x90)

Today's News in Television Monday - Friday

An update focused solely on the television industry

- Weekly Sends: 85,000
- Weekly Net Sponsorship
 728x90 Leaderboard: \$3,400 | 300x250: \$3,200 | 160x600: \$3,200 | 728x90 Anchor: \$1,600

100% SOV = \$9,500 / 50% SOV = \$6,200 (Leaderboard + 160x90)

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The screenshot shows a newsletter layout with a blue header containing the Adweek logo and the title 'Today's News in Technology'. Below the header, there are several article teasers with accompanying images. On the right side of the newsletter, there are three large blue rectangular ad placements with white text indicating their dimensions: 728x90 at the top, 300x250 in the middle, and 160x600 at the bottom. At the very bottom of the newsletter, there is another 728x90 ad placement.

Today's News in Technology Monday - Friday

Intelligence from the digital and technology world

- Weekly Sends: 140,000
- Weekly Net Sponsorship
728x90 Leaderboard: \$5,200 | 300x250: \$5,000 | 160x600: \$5,000 | 728x90 Anchor: \$2,500

100% SOV = \$15,000 / 50% SOV = \$10,000 (Leaderboard + 160x600)

Today's News in Advertising & Branding Monday - Friday

The biggest news in advertising and branding

- Weekly Sends: 290,000
- Weekly Net Sponsorship
728x90 Leaderboard: \$9,900 | 300x250: \$9,300 | 160x600: \$9,300 | 728x90 Anchor: \$3,700

100% SOV = \$27,900 / 50% SOV = \$18,800 (Leaderboard + 160x600)

Adweek Upfront (March - May)

The latest information on the upfront television marketplace

- Weekly Net Sponsorship Cost
- Weeks with 1+ sends (3/21, 4/4, 4/11) / Weekly Sends: 50,000
728x90 Leaderboard: \$2,945 | 300x250: \$2,945 | 160x600: \$2,945 | 728x90 Anchor: \$2,945
- Weeks with 2+ sends (4/25, 5/2, 5/30, 6/6) / Weekly Sends: 100,000
728x90 Leaderboard: \$5,890 | 300x250: \$5,890 | 160x600: \$5,890 | 728x90 Anchor: \$5,890
- Weeks with 3+ sends (5/9, 5/16, 5/23) / Weekly Sends: 150,000
728x90 Leaderboard: \$8,835 | 300x250: \$8,835 | 160x600: \$8,835 | 728x90 Anchor: \$8,835