

106 WEST 29TH STREET
NEW YORK, NY 10001

ArtDirectorsClub

Advertising online with the Art Directors Club costs as little as **\$200/month!**

Make your brand a creative destination by advertising with the Art Directors Club.

ADC is the premiere destination for leaders in visual communications. Interact with the world's most talented creative professionals by placing your banner ad on the ADC homepage. ADC's mission to **Connect, Provoke and Elevate** creative professionals has motivated industry excellence and innovation for 90 years. A banner ad on the ADC homepage will **connect** you to our thousands of website visitors, members and corporate sponsors, will **provoke** interest in your product and will **elevate** your brand's notoriety throughout the creative industry!

- Promote your brand to ADC's **500,000 annual homepage visitors**
- Connect with ADC's global network of industry-leading art directors and creative talent
- Reach professionals from all levels of the advertising, design and interactive media industries
- Gain exposure to the entrants and audiences of ADC's internationally renowned Awards and Exhibition Programs
- Reach a network of top design students and educators through ADC's education programs
- Give back to your field: your ad purchase supports those same non-profit education programs

Let ADC **Connect, Provoke and Elevate** your brand!

Display Ad Size* (in pixels)	1 Month	3 Months**	1 Year**
728 wide x 90 high	\$200	\$500	\$1000
160 wide x 600 high	\$400	\$1000	\$4000†

*See attached form for sample ADC homepage banner ad placement. All banners rotate on homepage, and other select pages of adcglobal.org

**Advertisers have option to rotate banner ad content on a monthly basis

†Option for **bonus** banner ad to be placed simultaneously on gallery.adcyoungguns.org

To Place An Ad

Please email Brett Rollins at brett@adcglobal.org. Include the following:

1. Your banner ad (in jpeg, swf, gif or png format)
2. Preferred display ad size and duration of ad posting
3. Website address for click-through link
4. Date you would like your ad to go live on ADC Global's homepage

You will be invoiced for the full amount of your purchase.

ADC reserves the right to limit or refuse any ads submitted for publication.

ART DIRECTORS CLUB ONLINE ADVERTISING

Banner Ad Specifications:

Dimensions: 160 X 600 or 728 x 90

Formats: GIF, JPEG, SWF

File size: Standard Creative 40k; Flash 40k

Animation: 15 sec max, no loop max, 18 fps max frame rate (swf)

Banner Ad Placement :

See below for www.adcglobal.org

The screenshot displays the Art Directors Club website layout. At the top is a pink header with the 'ArtDirectorsClub' logo. Below it is a navigation menu with links: ABOUT | ARCHIVE | AWARDS | BLOG | CALENDAR | EDUCATION | JOB BOARD | MEMBERSHIP | PROGRAMS | STORE. The main content area features a blue banner for the 'ADC NATIONAL STUDENT PORTFOLIO REVIEW 2011' with the tagline 'DISPENSE SOUL-CRUSHING (BUT THOUGHTFUL) CRITIQUE'. It lists three event categories: DESIGN (Monday, May 2nd 12PM-6PM), INTERACTIVE (Wednesday, May 4th 12PM-6PM), and ADVERTISING (Tuesday, May 3rd 12PM-6PM). Below the banner is a 'LATEST NEWS' section with the headline 'ART DIRECTORS CLUB ANNOUNCES 2011 ADC HALL OF FAME LAUREATES!'. The left sidebar contains a 'QUICK LOGIN' form with fields for Email and Password, a 'LOGIN' button, and links for 'Forgot your password?' and 'Become a member'. Below this are sections for 'ADC YOUNG GUNS' (with a list of cities: NEW YORK, LONDON, PARIS, BOSTON, SAN FRANCISCO, SANTA MONICA, CHICAGO), 'BECOME AN ADC MEMBER' (with the text 'LOOKING FOR EXCEPTIONAL, TALENTED, DISCRIMINATING CREATIVES. APPLY WITHIN.'), 'EVENTS @ADC', 'MEMBERS ONLY', 'JOB BOARD', and 'JOIN US ON' with social media icons for Twitter, Facebook, and YouTube. The right sidebar features an 'ADC SHOWCASE' for 'Avedon Dorfsman Clow' with the text 'GET NEW ADC APPAREL... Give to ADC Scholarships'. Two large black rectangular areas are labeled 'AD SPACE 160x600' and 'AD SPACE 728x90'. The footer contains copyright information: 'Copyright © 2011 The Art Directors Club. All rights reserved.', a 'Site Map | Privacy Policy | Disclaimer | Image credits' link, and the website address 'ART DIRECTORS CLUB, 106 WEST 29TH STREET, NEW YORK, NY 10001, TEL: 212-643-1440' along with the 'mt' logo.

Questions: brett@adcglobal.org