

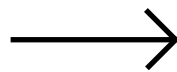
# Advertising Age's 360° Media Guide for 2008



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Are you trying to get your  
**brand**  
in front of advertising  
decision makers?  
Just answer a few more  
questions and you'll  
**win a prize**  
for yourself...and make your  
**brand a winner too!**



Does your media brand  
engage consumers  
across two or more of these  
**platforms?**

Websites	Broadcast TV
Webcasts	Magazines
Podcasts	Radio
Blogs	Cable TV
RSS	Events
Mobile	Outdoor
Gaming	Newsletters
Video	Newspapers
Books	Custom Programs

Yes  No

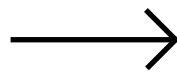


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Do you need your messaging to be top-of-mind with **marketers** at three of these leading national advertisers **...and more?**

Microsoft	Procter & Gamble
General Motors	GlaxoSmithKline
Sears	Kraft
Verizon	Pfizer
Capital One	Dell
AT&T	General Electric
McDonald's	L'Oreal
Unilever	Toyota
Johnson & Johnson	Bank of America

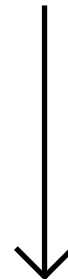
Yes  No



Do you need to get in the door at these **top agencies** to talk about developing **multiplatform programs** for their **clients?**

JWT	DraftFCB
BBDO	Publicis
McCann Erickson	TBWA
Leo Burnett	Euro RSCG
Ogilvy & Mather	Doner
DDB	Richards Group
Y&R	MediaCom
Grey	MindShare
Saatchi & Saatchi	Starcom

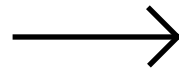
Yes  No



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Would you like  
a one-stop,  
360° program  
that showcases your brand to  
top marketers  
and agency  
decision makers?  
(And makes your job a whole lot easier?)

Yes  No



If you answered YES  
to any question, your brand belongs in the  
**Advertising Age**  
360° Multiplatform  
**Media Guide**

And...you've just won a  
**\$10.00 gift card**

Just contact:  
Jackie Ghedine, National Sales Manager  
at 212.210.0725 or [jghedine@adage.com](mailto:jghedine@adage.com)  
to claim an iTunes, Starbucks, or  
Barnes & Noble gift card.

And find out how Ad Age can make  
your brand a winner too!