

IHAVEANIDEA ADVERTISING RATE CARD 2012



Connect with the international advertising community. IHAVEANIDEA is known throughout the globe as a go-to place for advertisers, from ad school students to Worldwide Creative Directors.

Who better to advertise to than a global audience of advertising fans and professionals? Integrate your brand with the IHAVEANIDEA community.

GO WHERE CREATIVES GO

By creating content, events and a community that leads in engagement and loyalty, IHAVEANIDEA consistently provides a unique and compelling environment for the advertising industry's leading companies to effectively position their brand in the hearts and minds of advertising professionals around the world.

IHAVEANIDEA's audience is made up of advertising thought leaders and taste makers--the very people, particularly the creatives, who make the world's commercial messages.

ONE PLAN , ONE PRICE + MASSIVE EXPOSURE

IHAVEANIDEA offers a very simple, effective media plan that encompasses having your campaign in every single page of the site for maximum exposure to the global advertising community. This offer is exclusive to a maximum of 8 advertisers per month.



LENGTH

30 Days

COST

\$2,500 USD

BANNERS YOU GET

15

CUMULATIVE DISCOUNTS

For each consecutive month your campaign runs on IHAVEANIDEA you'll receive a \$250 discount (maximum of 6 consecutive months).

i.e. First month \$2,500
Second month, \$2,250
Third month \$2,200

SECTIONS INCLUDED

- HOME PAGE BIG AD
- HOME PAGE BIG BUTTON
- HOME PAGE BUTTON
- TOP TEN MAIN LARGE BUTTON
- TOP TEN LARGE BUTTON
- INBOX MAIN BIG AD
- INBOX BANNER
- INBOX BUTTON
- CREATIVES MAIN BANNER
- CREATIVES INTERVIEW BANNER
- ASK JANCY BIG BUTTON
- ARTICLES MAIN BIG AD
- ARTICLES BUTTON
- ARTICLES BANNER
- JOBS SUPER BUTTON

SIZE

- 950x150
- 336 X 280
- 125 X 125
- 250 X 250
- 250 X 250
- 300 X 250
- 468 X 60
- 125 X 125
- 950 X 150
- 950 X 150
- 200 X 200
- 300 X 250
- 125 X 125
- 468 X 60
- 300 X 300

HOME PAGE BIG AD

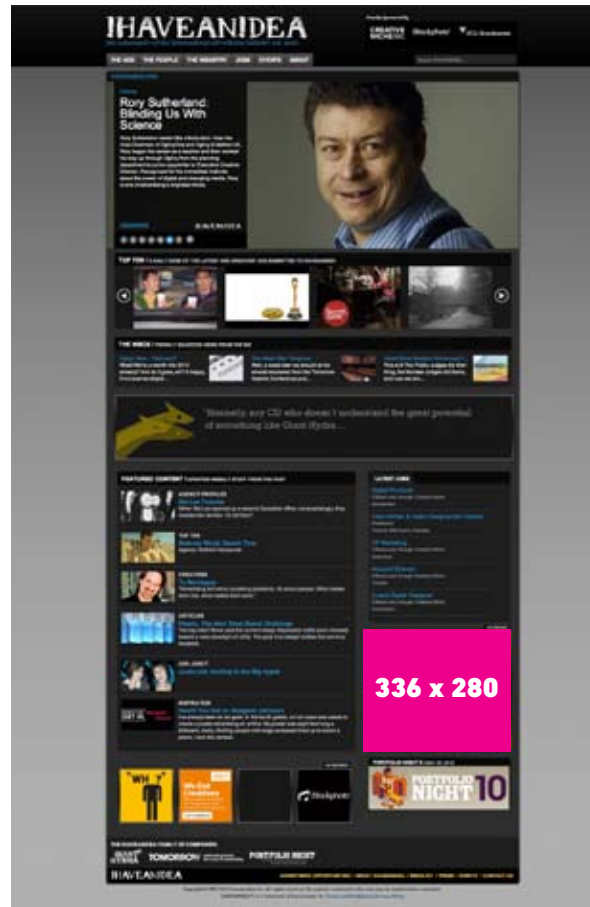
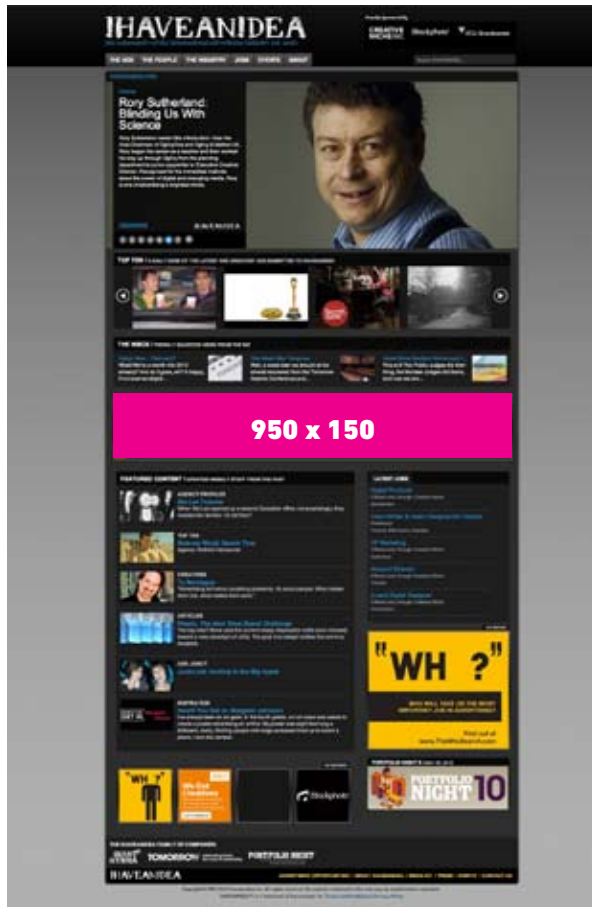
950 pixels wide x 150 pixels high
<http://ihaveanidea.org>

HOME PAGE BIG BUTTON

336 pixels wide x 280 pixels high
<http://ihaveanidea.org>

HOME PAGE BUTTON

125 pixels wide x 125 pixels high
<http://ihaveanidea.org>



TOP TEN MAIN LARGE BUTTON

250 pixels wide x 250 pixels high
<http://ihaveanidea.org/top10s.php>

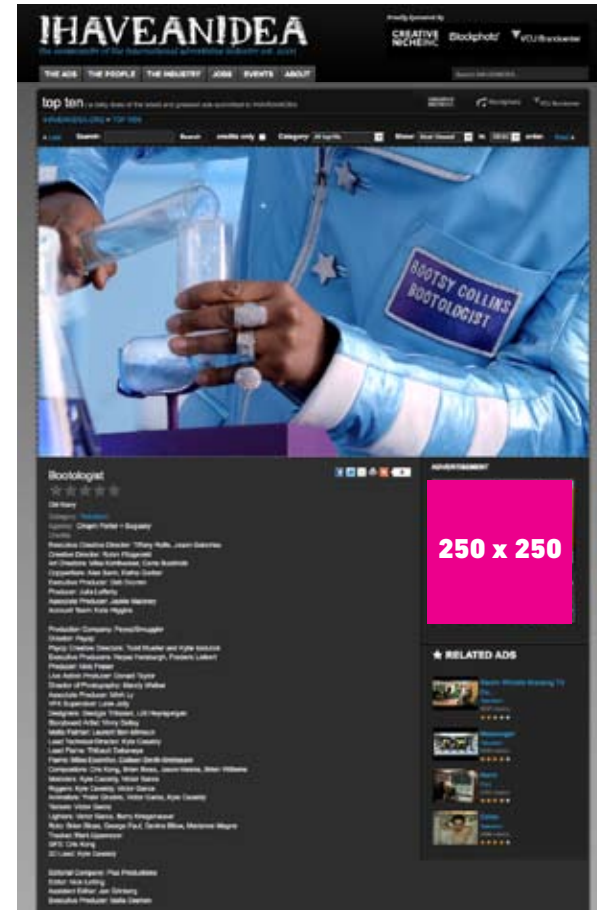
The Top Ten is IHAVEANIDEA'S showcase of the best 10 ads we receive from around the world each day. It is one of our most popular and highly visited sections.



TOP TEN LARGE BUTTON

250 pixels wide x 250 pixels high
<http://ihaveanidea.org/top10s.php>

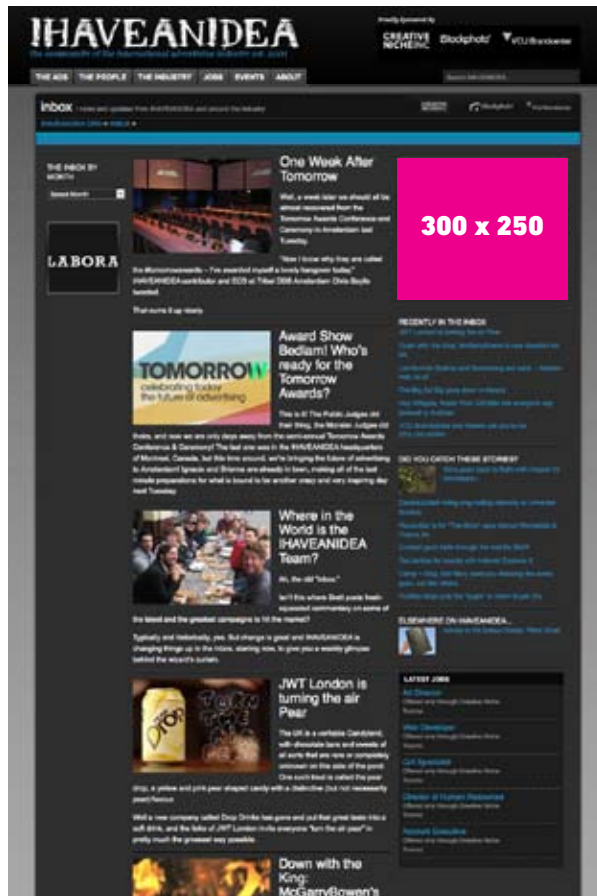
The page in the Top Ten section where each ad gets displayed.



INBOX MAIN BIG AD

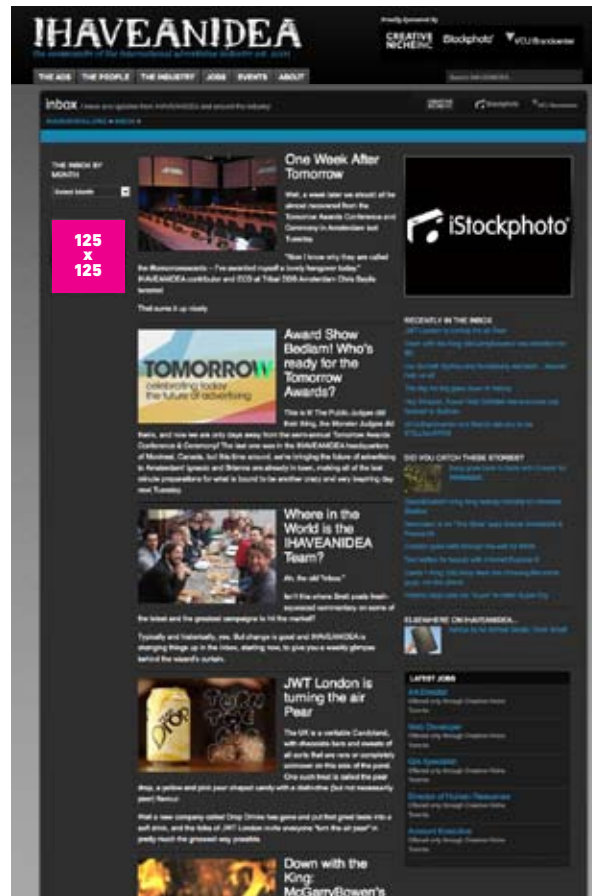
300 pixels wide x 250 pixels high
<http://ihaveanidea.org/inbox>

The Inbox gives readers a glimpse behind the scenes at I HAVE AN IDEA, with an inside look at the latest and greatest for the team behind I HAVE AN IDEA, Portfolio Night, the Tomorrow Awards and Giant Hydra.



INBOX BUTTON

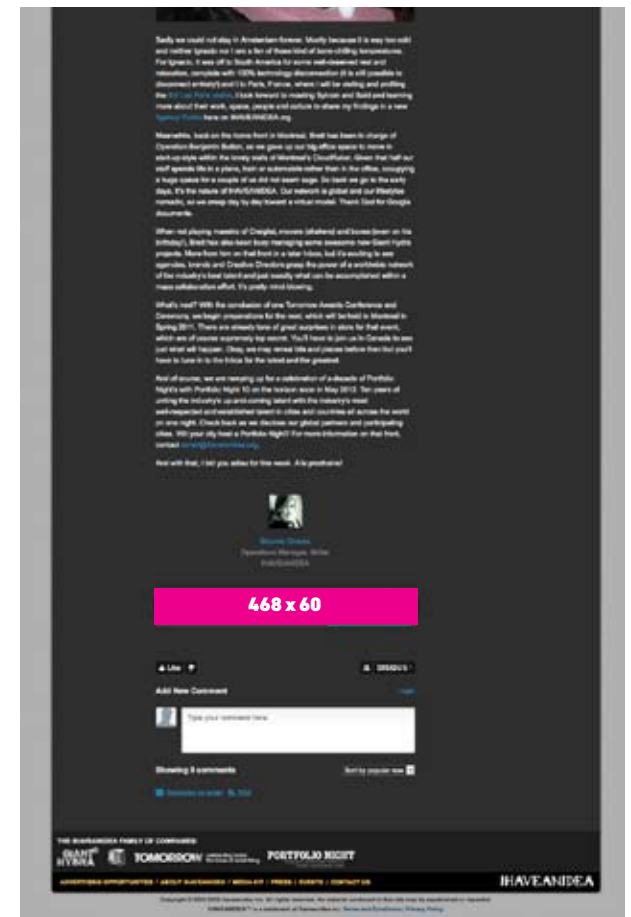
125 pixels wide x 125 pixels high
<http://ihaveanidea.org/inbox>



INBOX BANNER

468 pixels wide x 60 pixels high
<http://ihaveanidea.org/inbox>

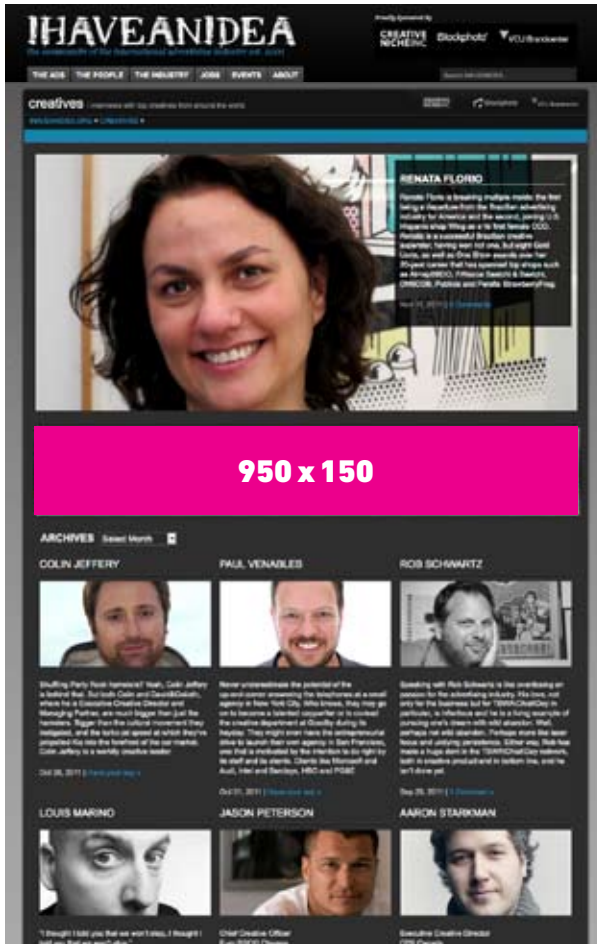
The page in the Inbox section where each story gets read.



CREATIVES MAIN BANNER

950 pixels wide x 150 pixels high
<http://ihaveanidea.org/creatives>

IHAVEANIDEA interviews the best Creative Directors from around the world. This is the main page of the Creatives section.



CREATIVES INTERVIEW BANNER

950 pixels wide x 150 pixels high
<http://ihaveanidea.org/creatives>

Each IHAVEANIDEA interview gets read thousands of times. At the bottom of each interview is one large banner right above all the comments.



ASK JANCY BIG BUTTON

200 pixels wide x 200 pixels high
<http://ihaveanidea.org/askjancy>

Jancy is Janet Kestin and Nancy Vonk, Co-Founders of Swim and former Co-Chief Creative Directors of Ogilvy & Mather Toronto. Jancy answers career questions from all over the world.

200 x 200

AE to CW switch: scoring an internship before returning to school

Hi Jancy,
I have been working at an AE at my agency for about 1.5 years, but like many others, have decided to make the move to supporting. I have a degree in Marketing, a good grad in magazine publishing (I have worked at a couple magazines before), and have been doing some O&A work with my O&A for the last...

What about NZ's Media Design School?

Dear Jancy,
While researching about Portfolio schools, I stumbled upon Media Design School (aka Ad school). I would be eager to hear your personal rating if you know about the school.
A quick search turned up a pretty impressive school and to this school, it has nothing from Young Guns. Here is a link at the school's home site: [http://www.mdschool.co.nz](#)
And thank you!

Get me out of this job!

Dear Jancy,
I am an Ad Director, went to Hunter College for Advertising and then when Ad shifted, I moved on to a big agency for a while. I recently got my job at a smaller agency in Toronto. The thing about it, they are using the same Ad graphics design system I used at my previous production and...

Getting back in the writing game after a rough start

My first job out of school was as a Designer at a big agency, but after a couple of years, the stress of client demands and consistency in my job began to eat away at my confidence, and I made a premature decision to quit. After some freelancing and a short stint at a boutique agency that I left due to...

How do I motivate my married, female creative partner?

Dear Jancy,
For a couple of years of the last agency in Rhode Island. This is only my fourth month and I'm getting completely... about my partner. Generally, my ADG knows that my partner is too motivated enough to work on your behalf the weekend. She's worked as I am understand that, but my ADG had to read...
Happily...

ASK JANCY A

About Jancy
Jancy is Janet Kestin and Nancy Vonk, Co-Founders of Swim and former Co-Chief Creative Directors of Ogilvy & Mather Toronto. Jancy answers career questions from all over the world.

My 2011 monthly ad campaign from February 2011, last week "read" week! February 20, 2011 - 8:27 pm
No Comments

2011 Advertising Marketing, Advertising, Ad Campaign, Ad Strategy
November 14, 2010 - 11:28 am
No Comments

Agency Life

Marketing trouble, getting clients out of my Advertising
August 26, 2010 - 1:02 pm
No Comments

How can you really be in the ad industry, but still have a job? ...
May 21, 2010 - 10:10 am
No Comments

Ad Director

I searched for an AD, but the one I found was not...
March 2, 2010 - 12:18 pm
No Comments

How long do "fresh blood" admen last in the industry? ...
February 16, 2010 - 1:14 pm
No Comments

Jobs

My 2011 monthly ad campaign from February 2011, last week "read" week! February 20, 2011 - 8:27 pm
No Comments

My 2011 monthly ad campaign from February 2011, last week "read" week! February 20, 2011 - 8:27 pm
No Comments

ARTICLES MAIN BIG AD

300 pixels wide x 250 pixels high
http://ihaveanidea.org/articles

Articles is IHAVEANIDEA's editorial section. Each week several high quality editorial pieces from IHAVEANIDEA's Editors and contributing writers get posted.



ARTICLES BUTTON

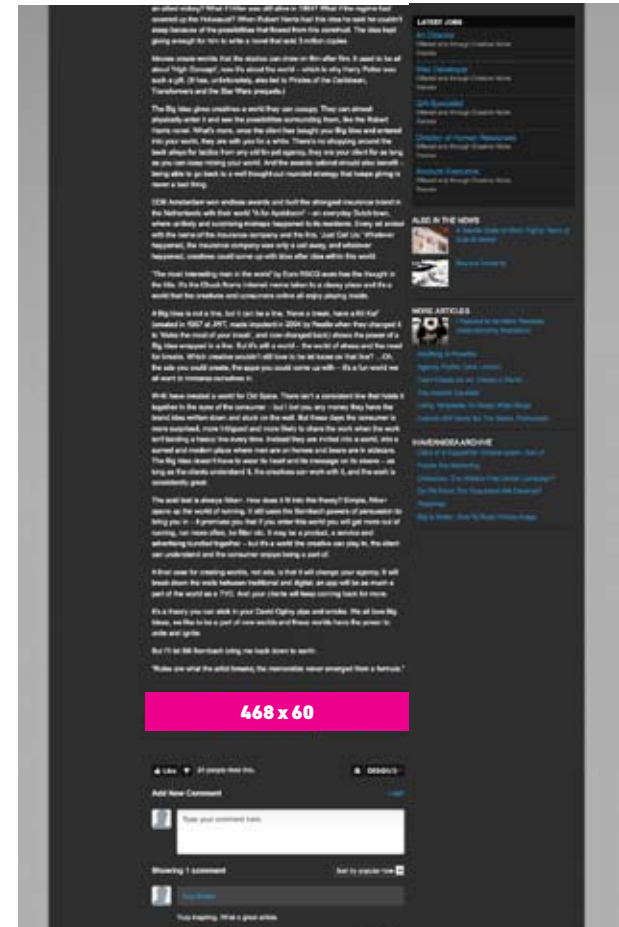
125 pixels wide x 125 pixels high
http://ihaveanidea.org/articles



ARTICLES BANNER

468 pixels wide x 60 pixels high
http://ihaveanidea.org/articles

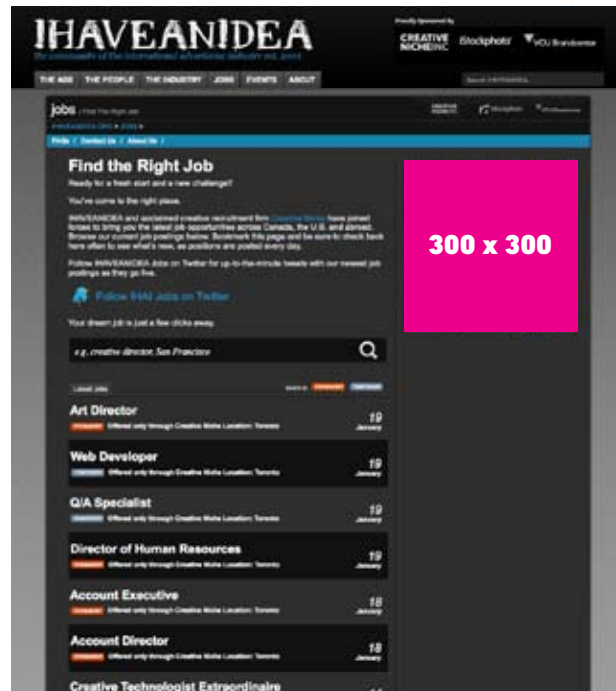
The page in the Articles section where each article gets read. This banner is below each article and on top of all the comments.



JOBS SUPER BUTTON

300 pixels wide x 300 pixels high
<http://ihaveanidea.org/jobs>

The Jobs sections feature available positions from agencies all over the world, the opportunity to post one's job and an invitation to register with IHAVEANIDEA partner Creative Niche.



SECTION

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SPECS

IHAVEANIDEA accepts Flash, Java-script, HTML and others forms of advertising our website. All costs related to placing rich media ads on IHAVEANIDEA are the responsibility of the advertiser.

REPORTING

IHAVEANIDEA will provide electronic reports on how well your campaign is doing at your request.

CONTACT

IHAVEANIDEA works hard to consistently support the aims of our advertisers and sponsors, their business and their goals. Let's get started!

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BRIANNA GRAVES

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