

AGENDA

2020 Media Kit

ABOUT AGENDA

Agenda is a boardroom resource platform that provides the most influential source of intelligence for today's U.S. corporate directors. Independent, concise and focused coverage gives valuable perspectives on the issues shaping the rapidly changing landscape of corporate governance. Subscribers receive in-depth reporting every Monday and Friday morning online or via mobile app, with access to a print edition on Monday.

Agenda also offers monthly online education webcasts and quarterly special issues on topics including succession planning, compensation and digital trends.

“It's critical to stay abreast of developments, and *Agenda's* timely and thoughtful webcasts help me assess how management is doing in responding to the evolving world of governance.”

Christopher Patterson
Director, Modine Manufacturing

OUR AUDIENCE



Over **6,700**
registered readers



200+ hours of director
education earned in 2019



Over **93,000**
monthly pageviews



67% of the Fortune 500
has a director or officer
who reads *Agenda*



Read by over **2,000**
governance leaders

AD SPECS

Unit	Dimensions	File Size	Formats	Duration
Leaderboard	728w x 90h	150k initial/300k polite load	JPEG, GIF, HTML5*	12 Seconds Max, 1 loop
Medium Rectangle	300w x 250h	150k initial/300k polite load	JPEG, GIF, HTML5*	12 Seconds Max, 1 loop
Half-Page MPU	300w x 600h	150k initial/300k polite load	JPEG, GIF, HTML5*	12 Seconds Max, 1 loop
Exclusive Email Leaderboard Position	728w x 90h	50k	JPEG	NA

* HTML5 must be served via 3rd-party tag.

DIGITAL DISPLAY ADVERTISING RATES

Frequency	Cost	Rotation
1-month sponsorship	\$5,000 (per month)	1 month 100% Share of Voice
3-month sponsorship	\$9,000 (\$3K per month)	3 month 100% Share of Voice
6-month sponsorship	\$15,000 (\$2.5K per month)	6 month 100% Share of Voice
Exclusive eNewsletter sponsorship: 728x90	\$1,500	1 week email banner ad

Note: Programs allow up to four unit sizes per campaign.

PRINT RATES

Frequency	Full-Page Cost	Savings	Page Rate
1 insertion	\$6,000	—	\$6,000
6 insertions	\$30,000	\$6,000	\$5,000
13 insertions	\$50,000	\$28,000	\$3,846
26 insertions	\$90,000	\$66,000	\$3,462
50 insertions	\$170,000	\$130,000	\$3,400

Note: Half-page ads are also available for \$3,000. (Trim size 8½" w x 5 ½" h)

IMPORTANT NOTES:

- We gladly accept all major third-party tags for site placement.
- No blocking tags.
- Ad serving results reports are available upon request.

The collage illustrates various advertising opportunities on the AgendaWeek platform:

- Mobile App:** Shows an article titled "Seriousness of KPMG Misconduct 'Astonishing'" (June 17) with a 300x250 ad placement.
- Desktop Website:** Shows a "Leaderboard 728x90" ad at the top, a "Medium Rectangle 300x250" ad in the main content area, and a "Half-Page MPU 300x600" ad on the right sidebar.
- Email:** Shows an "Email Banner 728x90" ad at the top of an email newsletter.

eNewsletter Example and Article Page Example