

# AllCreativeWorld™

# 2014 MEDIA KIT

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# REACH THE WORLD'S LARGEST ONLINE CREATIVE COMMUNITY

## Banners

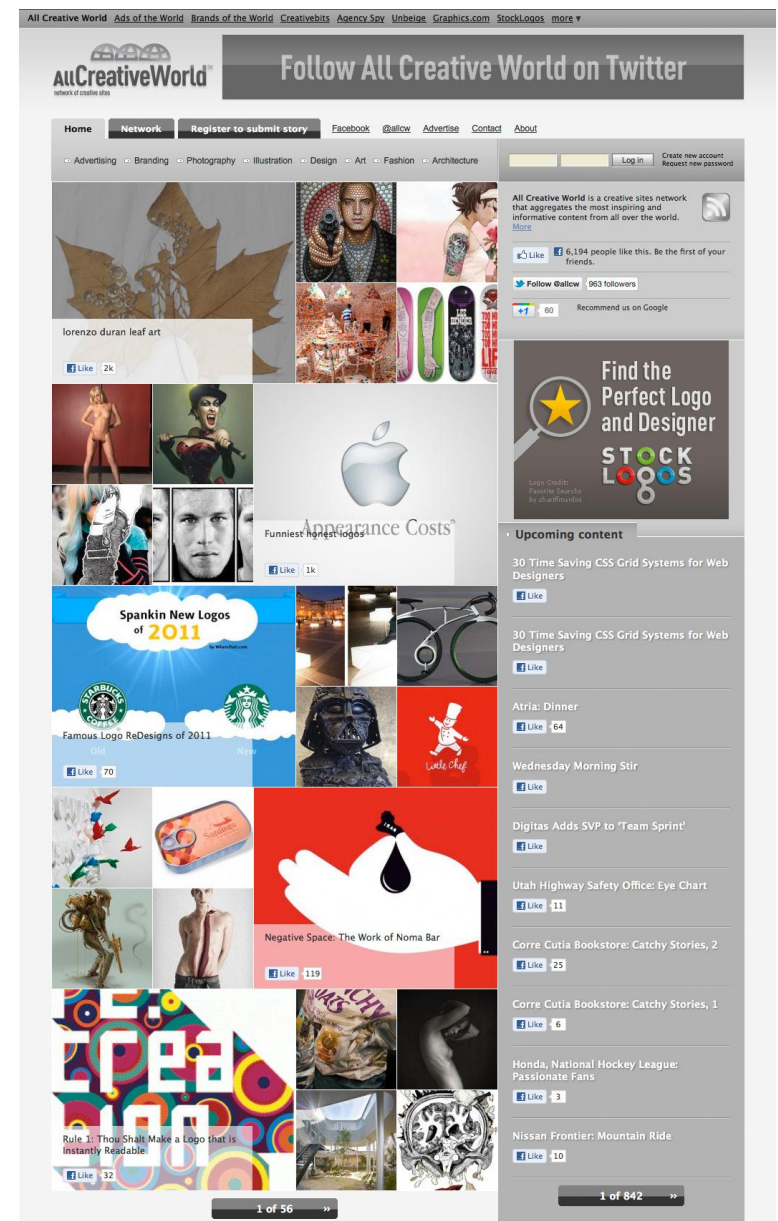
- ▶ Your message will be seen by over three million creative professionals on the All Creative World network.
- ▶ This thriving community follows trends and find resources, solutions, and opportunities.
- ▶ Over than 36 million page views per month on the All Creative World network of sites.

## Newsletters

- ▶ Two (2) newsletters deliver a weekly circulation of over 675,000.

## Opt-in Email

- ▶ Large and growing opt-in email lists with a subscriber base which exceeds 1 million names.



# ALL CREATIVE WORLD WEBSITES

## Brands of the World

Brands of the World is the most comprehensive resource and most visited website for vector copies of famous logos from all over the world. Brands of the World is also a great place for designers to upload their own logo designs with their professional details to showcase their work and get exposure.

## Ads of the World

Ads of the World is an advertising archive and community showcasing the best and most interesting work worldwide. The site is packed full of inspiration for creative professionals and offers multiple forums where they can discuss advertising-related subjects, seek advice and critique each other's work.

## Graphics.com

Graphics.com publishes tips, tricks and news for creative professionals in an online community where users contribute by participating in monthly contests, engaging each other in the vibrant discussion forums, submitting or downloading software and freeware from the download area, and more.

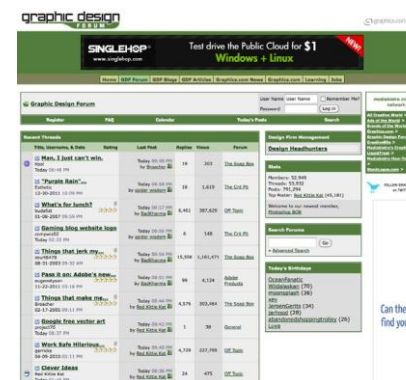
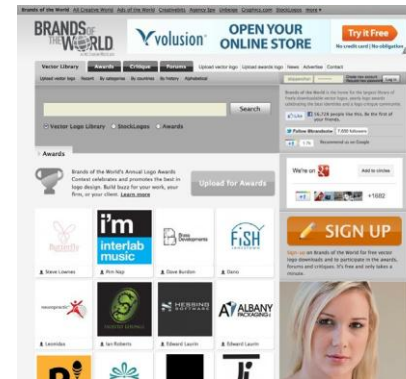
## Creativebits

Creativebits is a professional blog and community site for graphic designers working on Mac OS X. Its objective is to provide graphic designers a professional forum where they can share tips and tricks, follow up on industry events, and ask for help and critique from fellow members.

## Graphic Design Forum

Graphic Design Forum is an online community where professional graphic designers exchange ideas in discussion forums, read blogs written by community leaders and find articles with timely information on the day-to-day aspects of their profession.

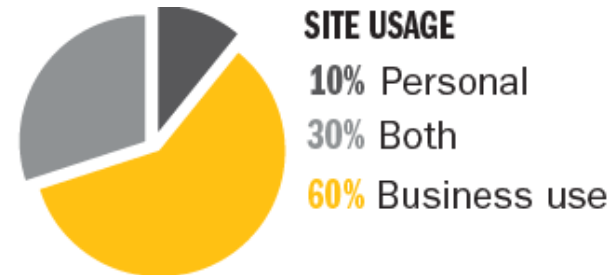
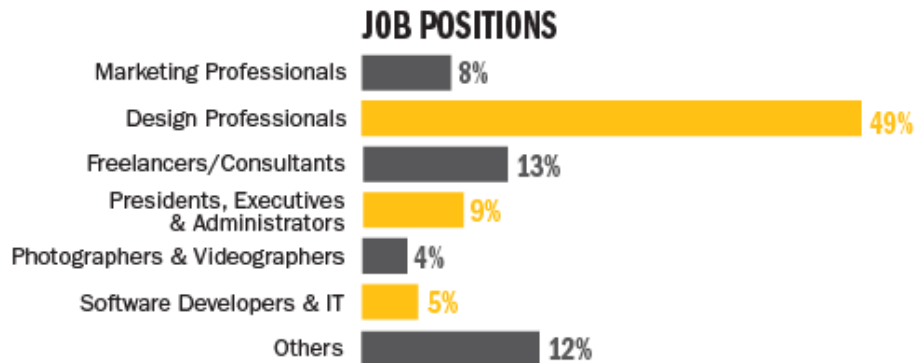
valuable how-tos in all areas of design, including materials and software.



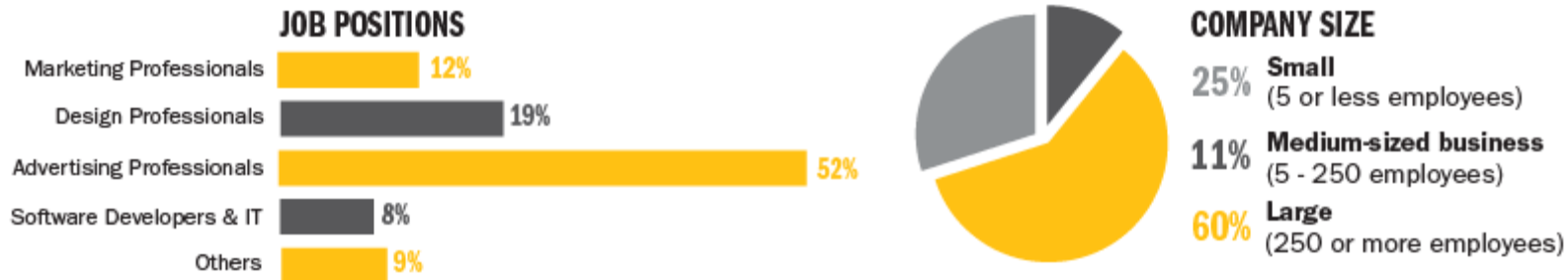
## ALL CREATIVE WORLD (ALL SITES)



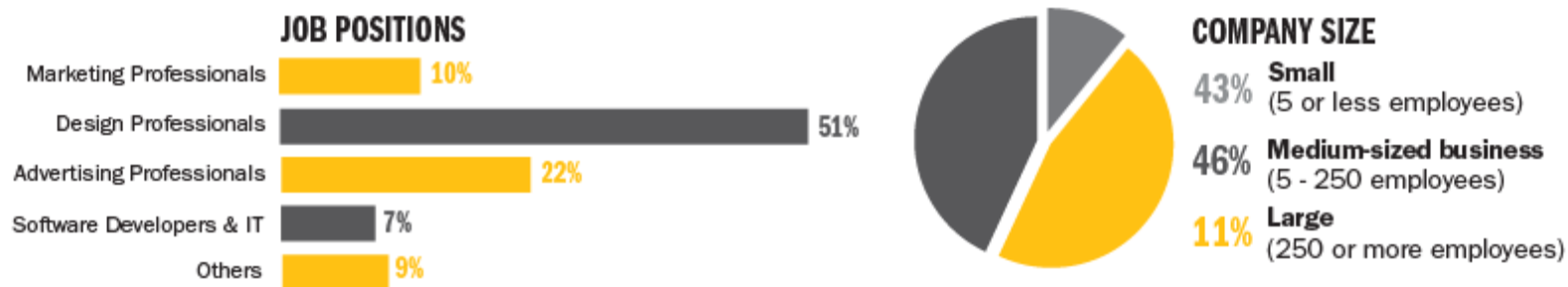
## ALL CREATIVE WORLD WEBSITE DEMOGRAPHICS



## ADS OF THE WORLD WEBSITE DEMOGRAPHICS



## BRANDS OF THE WORLD WEBSITE DEMOGRAPHICS





## BANNERS

LEADERBOARD  
728 x 90 (40K)

LARGE  
RECTANGLE  
300 x 600 (40K)

OR

MEDIUM  
RECTANGLE  
300 x 250 (40K)

SQUARE  
BUTTON  
125 x 125  
(20K)

FOOTER  
728 x 90 (40K)

- Large rectangle static and video ads make a dramatic statement
- Leaderboard ads deliver above the fold exposure
- Square button ads provide the most cost-effective advertising option

The screenshot shows the 'Ads of the World' website interface. At the top, there's a navigation bar with links like 'Archive', 'Forum', 'Blog', 'Recent', 'Awards', 'News', 'Upload', 'Advertise', 'Contact', 'Links', and '简体中文'. Below this is a search bar and a grid of ad examples. The grid is organized into rows and columns, with each ad example showing a thumbnail, a title, and a rating. On the right side, there's a sidebar with a 'SIGN UP' button and a 'We're on' section. At the bottom, there's a large banner area labeled '728 x 90'.

728 x 90

300 x 250

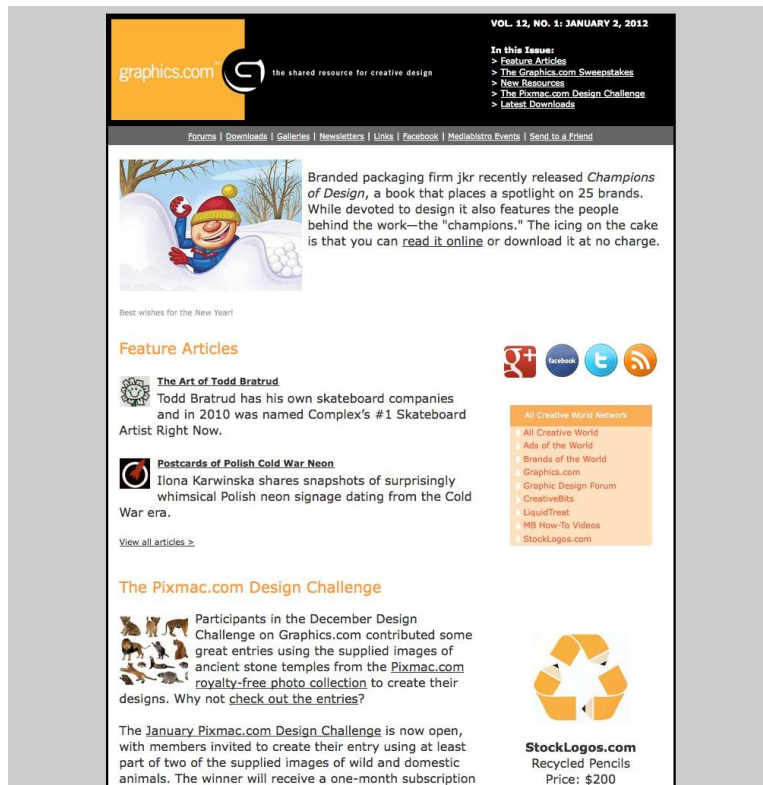
125 x 125

728 x 90

AllCreativeWorld™

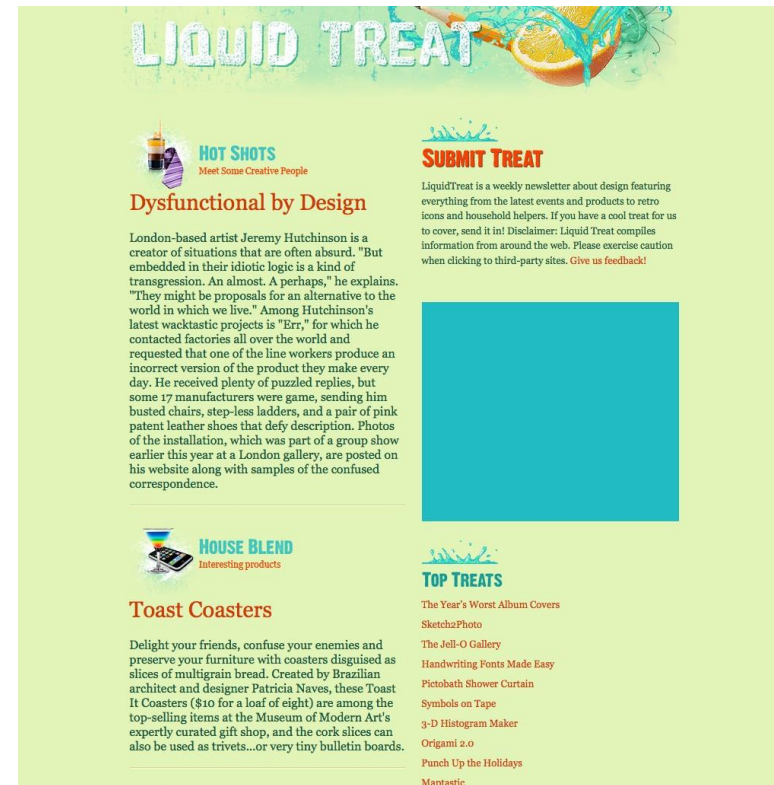
## GRAPHICS.COM NEWSLETTER

A news digest that summarizes new material posted on the site and reaches out to encourage members to return. This is an HTML-formatted newsletter with a circulation of 80,000 sent weekly on Mondays. Ads can be a 336 x 280 rectangle up to 40K in size.



## LIQUID TREAT NEWSLETTER

A brief, sassy e-newsletter featuring a variety of unique design-related topics or "treats" geared toward creative professionals. This is an HTML-formatted newsletter with a circulation of 86,000 sent weekly on Fridays. Ads can be a 336 x 280 rectangle up to 40K in size.



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