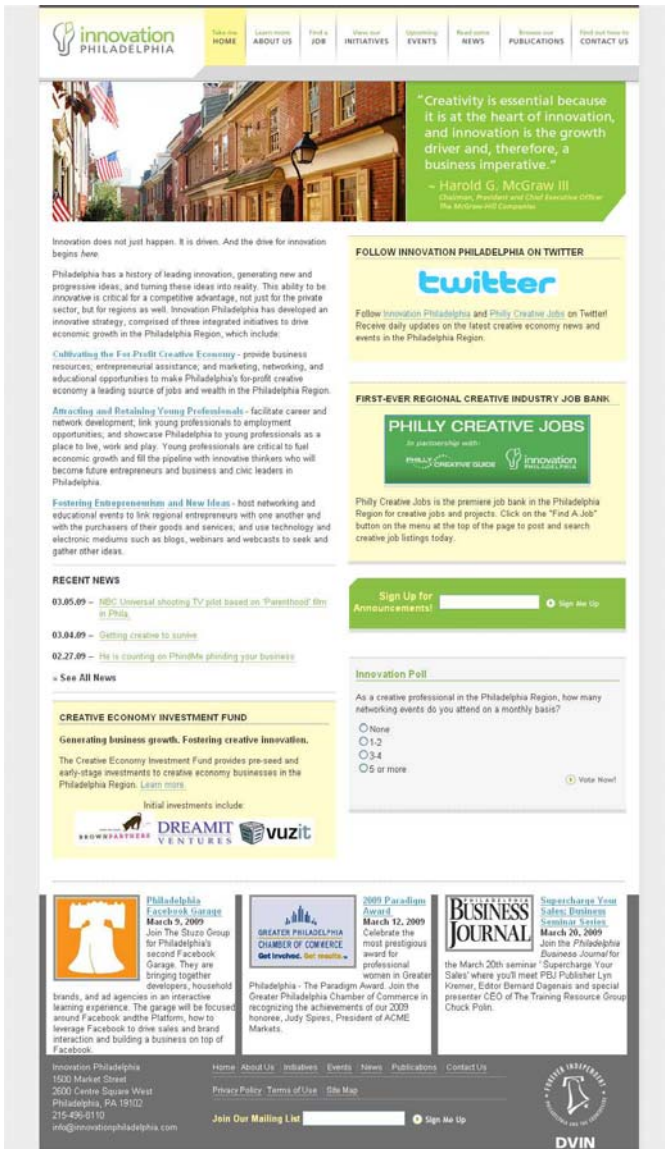


Online and E-Newsletter Advertising Rates

Innovation Philadelphia Website www.innovationphiladelphia.com

Innovation Philadelphia's website is the premiere resource to reach creative technology-driven industry professionals, entrepreneurs and businesses representing industries including: architecture, engineering and planning; communications and marketing; digital media and programming; fashion design; graphic and visual arts and multimedia design; information technology; interior and industrial design; music, film and video production; photography; product and merchandising design; and software development.

The website features facts about the Philadelphia Region's creative economy, a calendar of creative economy and entrepreneurial events in the region and additional creative economy resources. Averaging over 13,000 page views and nearly 70% new visitors each month, advertising your company or event on Innovation Philadelphia's website is the ideal way to reach the region's creative community.



- **Homepage**

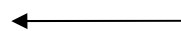
Advertise your upcoming event to regional creative professionals and entrepreneurs on Innovation Philadelphia's homepage, which features three events at all times. A photo or logo will be displayed, along with a short description of the event. The homepage event listing will link to a full description of the event on the event section of Innovation Philadelphia's website.

Price: \$65 per week, \$250 per month

Ad specs:
 Width: 123 pixels
 Height: 100 pixels

Text:
 Provide a 275-300 character description of the event.

Your event here



- **Events Page**

<http://www.innovationphiladelphia.com/events/>

Don't miss the opportunity to advertise your company or upcoming event on Innovation Philadelphia's event section of our website, the most visited section of the website! Advertisements will appear on the main event page and on every individual full event listing page. Additionally, advertisements will link to external website or full event listing on Innovation Philadelphia's website.

Price: \$85 per week, \$350 per month

Ad specs:

Width: 200 pixels

Height: 125 pixels

Main Event Page

Your ad/logo here

Full Event Listing Page

Your ad/logo here

E-Newsletter, *Innovation Matters*

Innovation Philadelphia's new bi-weekly e-newsletter, *Innovation Matters*, delivers content on news within the region's creative economy and innovative happenings, profiles of creative businesses and young professionals in the region, and events and programs listings. *Innovation Matters* reaches over 13,000 subscribers per issue.

Promote your organization or an upcoming event with a colorful banner ad in *Innovation Matters*. The advertisement will be featured after the main news article and will link to an external website or event listing.



DECEMBER 10, 2008 • VOLUME 2 • ISSUE 6

The Insider: Getting Together: Unconferences Permit Increased Contact, Content and Communications

In a world characterized by a challenging economic climate and financial cutbacks, conference attendance and travel is often one of the first items to be slashed from the budget. But the fact remains that getting together serves multiple and important purposes from knowledge-sharing to networking. The good news is that technology is having a dramatic and positive impact on how conferences and meetings are held, where they are held and who can attend.

Unconferences are the latest trend in conference planning, gaining popularity and kudos from participants nationwide. The premise is simple. Formal speakers are not the only ones with interesting thoughts, insights and expertise to share. BusinessWeek reported in May 2007 that "unconferences turn the plodding, predictable business gathering inside out. They're a hybrid of a teach-in and a jam session, with a little show-and-tell mixed in."

The idea is that when you go to a conference, the best ideas you have are in the hallway - in that way it's a 'hallway' conference. In the technology and media world - so what happens is that you take that and make a day out of it. Whoever comes to it doesn't need to be encouraged to speak.

[-> Read More](#)

PhillyCreativeJobs.com
Philadelphia's resource for creative jobs, talent and projects.

Innovation Spotlight: Software Developer Helping Businesses Stream with Technology

Innovation Philadelphia spotlights regional creative industry entrepreneurs and young professionals making an impact on the Philadelphia Region, or innovative initiatives that showcase the tremendous innovative and creative talent driving Philadelphia's economy.



December's spotlight on creativity is creative professional Jason Wood. Jason is a professional information technology consultant with over 10 years experience servicing clients across sectors (business, education, non-profit and government). He solves customer problems by designing, developing, and integrating software applications and infrastructure.

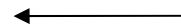
Jason says his favorite thing about living in the Philadelphia Region is that he gets to work with "some of the most innovative organizations that are changing entertainment, business, defense and education. This area is full of great companies that are solving problems both locally and around the world."

[-> Read More](#)

Price: \$250 per issue

Ad specs:
Width: 580 pixels
Height: 100 pixels

Your ad here



For more information and to reserve advertising space, contact Jessica Pullano, Vice President at (215) 496-8196 or at jpullano@innovationphiladelphia.com.