KATE STRASSMAN

AD UNITS, MICROSITES, BRAND GRAPHIC WORK http://www.k8isgr8.com



NYLON + PUMA campaign

created 728x90 and 300x250 ad units built microsite sent out e-Blast to subscribers maintained and ran the all-star contest. in-charge of approving the photos users uploaded.











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Meet the band



benind the tour



by come to see the VII/IR



nylon tv

NYLON + Starbucks Summer Music Tour
Built Microsite
Created 728x90, 300x250, 300x600 ad units
Wrote copy for blog post







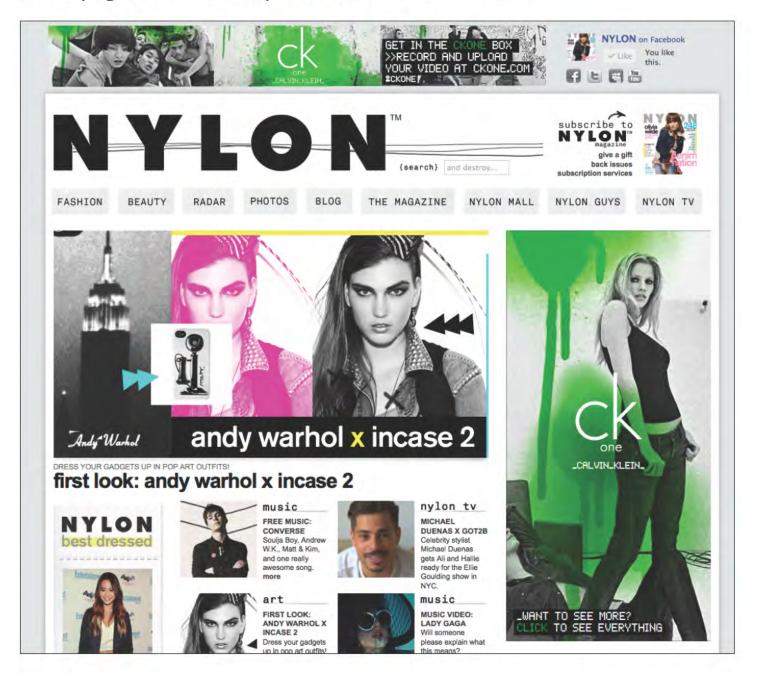
NYLON + Project newsletter

designed a newsletter from the information our market editor gave me from Las Vegas Project to send out to our readers.



NYLON x CALVIN KLIEN SITE WIDE TAKEOVER MOCK UP POWERPOINT

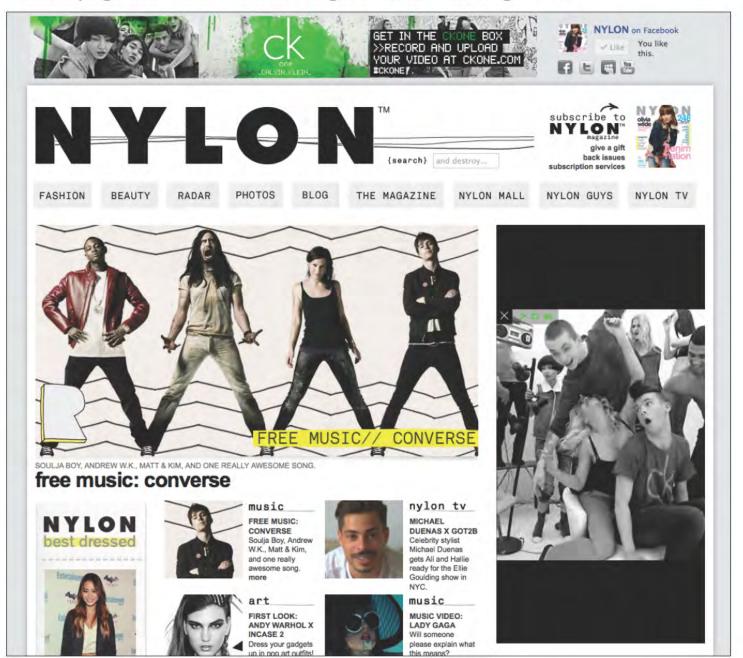
Homepage takeover – Expanded 728x90 Leaderboard



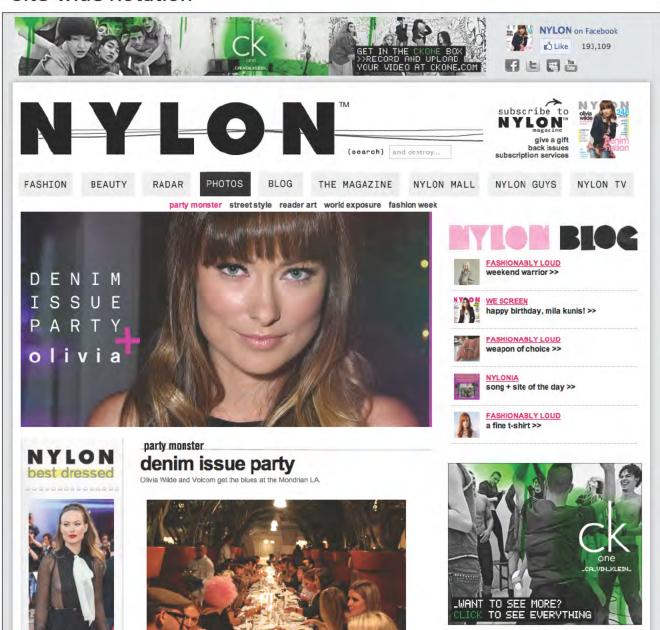
Homepage takeover – Expanded 728x90 Leaderboard



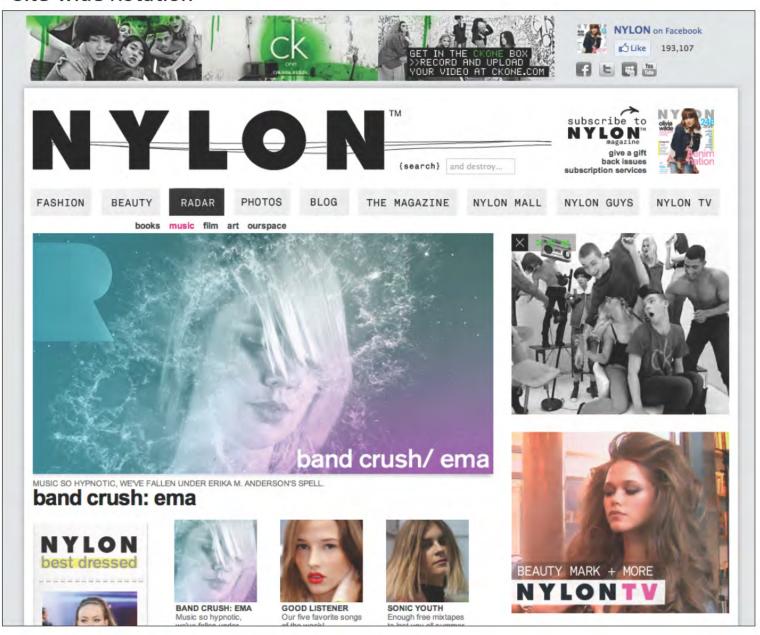
Homepage takeover – Streaming 300x600 Half Page Unit



Site-wide Rotation



Site-wide Rotation



Dedicated Email Blast - 8/16/11

From: NYLON Magazine <newsletter@nylonnewsletter.com> (sent by NYLON Magazine

<newsletter=nylonnewsletter.com@mail41.us2.mcsv.net>)

Reply-To: NYLON Magazine <newsletter@nylonnewsletter.com>

Date: Tuesday, August 16, 2011 2:09 PM

To: trevor@nylonmag.com Subject: CK One: get in the box

