

Business Brief.com

Advertising Solutions

BusinessBrief.com represents a unique opportunity to reach Presidents, Owners, C-level executives, and Entrepreneurs.

With a special emphasis on helping leaders run small- and medium-size businesses, **BusinessBrief.com** is both a destination site and a twice-weekly e-newsletter reaching nearly 1 million subscribers.

BusinessBrief.com is part of the PBP Media network, and produced by team who brought you the highly popular **HRMorning.com** and **CFODailyNews.com**.

Contact

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The screenshot displays the Business Brief.com website interface. At the top, there is a navigation bar with the site logo and a search bar. Below the navigation bar, there are several featured articles and sections. The main content area is divided into columns, with articles on topics like 'Smaller firms more vulnerable to in-house fraud', 'Employee furloughs: Layoff alternative or legal minefield?', and 'Software sales, it's a buyers' market'. A sidebar on the right features an advertisement for 'The green workplace: Reality or Hype?' with an image of an office chair. The bottom of the page shows a 'Stock Quotes' section with a table of market data.

Symbol	Price	Change
DJIA	2795.17	+48.33
NYSE	1473.00	+1.03
S&P 500	943.38	+0.32
NYSE	22.00	+0.12
COOK	441.00	-1.33
NYSE	4.08	-0.02
GE	13.71	-0.02



Channels

Leadership

Our most popular channel as measured by reader surveys and visits, the Leadership Channel helps business professionals make smarter decisions to build stronger companies.

Technology

Led by veteran business technology editor Valerie Helmbreck, the Technology Channel covers the latest trends from enterprise solutions to handhelds to online social and business networking.

Sales & Marketing

Every day, the Sales & Marketing Channel provides insight into what's driving revenues and building market share for companies dealing with modern business complexities.

Legal & Compliance

Busy executives turn to the Legal & Compliance Channel to keep informed about the latest legislation impacting businesses, and to find tips to help keep their companies out of legal trouble.

Finance

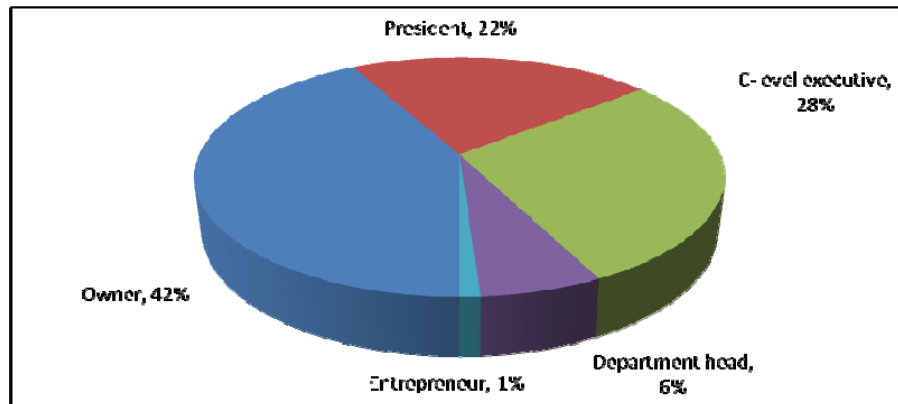
The Finance Channel is the ultimate resource for senior Finance leaders as well as business heads looking to stay savvy on corporate finance.

Lifestyle

The Lifestyle Channel caters to affluent professionals looking for rest, relaxation and fun – with a special emphasis on value for time and money spent.

Audience Overview

Business Decision Makers



Household Income (\$US)

75k to 125k - 30.5%
126k to 175k- 24.4%
176k to 300k - 17.1%
300k to 1MM - 11.0%
1MM += 1.2%
15.8% Unknown

Education Level

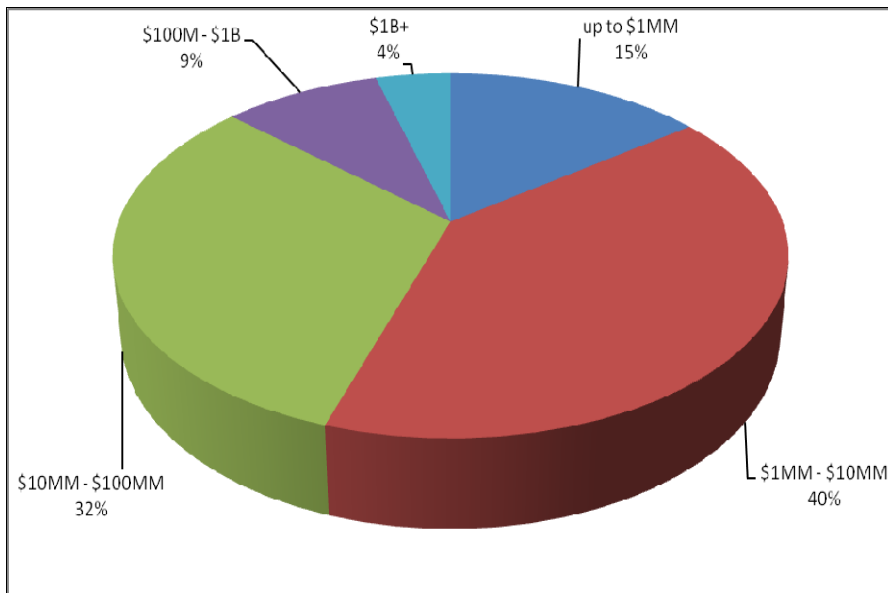
4-year degree (min.) 89%
Master's degree (min.) 21%

Gender

Female 28%
Male 72%

Audience Overview

Subscriber Company Size (\$US)



Top Subscriber Industries (min. 20k subscribers)

- Health Services
- Business Services
- Finance, Insurance, and related
- Wholesale
- Retail
- Construction
- Education
- Engineering, Accounting, and related
- Public Administration



Audience Overview

Information Habits

75% get their news online
14% get their news via handheld device

Most requested Functional topics

Sales & Marketing
Operations
Information Technology
Manufacturing

Most requested Knowledge topics

Small Business
Leadership
Entrepreneurship
Law & legal issues

Most requested Finance & Market topics

Domestic Markets
Corporate Tax
Corporate Finance

Most requested Lifestyle topics

Gadgets & Electronics
Personal Finance & Retirement



Standard Ad Specifications

Skyscraper

Dimension:	160x600
Standard file size:	30k max
Rich media file size:	40k max
Total animation time:	30 seconds

Site-served Flash or approved 3rd party tags accepted. 160x600 is available on website only.

Leaderboard

Dimension:	728x90
Standard file size:	30k max
Rich media file size:	40k max
Total animation time:	30 seconds

Site-served Flash or approved 3rd party tags accepted for web only. E-newsletter ad must be static gif or jpg for optimal serving.

In-story Rectangle

Dimension:	300x250
Standard file size:	30k max
Rich media file size:	40k max
Total animation time:	30 seconds

Site-served Flash or approved 3rd party tags accepted. E-newsletter ad must be static gif or jpg for optimal serving.



Advertising Rates

Web Banner Ads

Ad Unit	Dimension	2009 Rate*
Leaderboard	728x90	\$50
In-story Rectangle	300x250	\$65
Skyscraper	160x600	\$77

*2009 rates are based on Net cost, per thousand impressions. Rates may vary and are subject to change. Targeting premiums apply above and beyond these rates.

E-Newsletters

Ad Unit	Dimension	2009 Rate*
Leaderboard	728x90	\$115
Rectangle	300x250	\$85

*2009 rates are based on Net cost, per thousand impressions. Rates may vary and are subject to change. Targeting premiums apply above and beyond these rates.

E-blasts

Select	2009 Rate*
Entire database	\$200/CPM
Selects – including title, geo, industry (SIC), and company size	\$250/CPM



Ad Guidelines & Policies

Animation/Looping Guidelines

No ad loop maximum; total animation time for all lops combined cannot exceed 30 seconds.
Ads may not contain persistent rapid or “strobing” animation.

Design Guidelines

BusinessBrief.com reserves the right to reject any insertion, graphic, text description, or URL.
Ads may never have transparent background and may never blend into content screen.
BusienssBrief.com prohibits advertisers from displaying ads or infomercials in such a way so that the reader believes the content is news, rather than advertising.
Fonts and text elements may not resemble BusinessBrief.com content.

E-newsletters

For optimal email viewing, e-newsletter ads must be static jpg or gif only.

E-blasts

Materials are due 1 week prior to scheduled flight date
Recommended maximum HTML width: 600 pixels
Images included must be static jpg or gif only; no flash
Send suppression list as .xls or tab-delimited .txt file

Approval Process for Rich Media

Prior approval from BusinessBrief.com must be given for use of the following rich media types.

- Floating Ads
- In-banner Streaming Video
- Expandable Banners
- Interstitials



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