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# **Business Brief**.com

## **Media Kit**

- Reach more than 150,000 C-level decision makers
- Target specific customer segments within a business
- E-blast, Lead Generation, and banner ad branding opportunities

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**pbpmedia**

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# Business Brief.com

Rapid Read for Business Insight

## Business Brief.com

Readers include Presidents, Owners, Entrepreneurs, and other C-Level Executives

## Business Brief.com

Provides quick-read articles focusing on business insights to help facilitate growth and profitability

## Business Brief.com

Features 6 business channels packed with information:

- Sales & Marketing
- Finance
- Leadership
- Technology
- Legal & Compliance
- Lifestyle

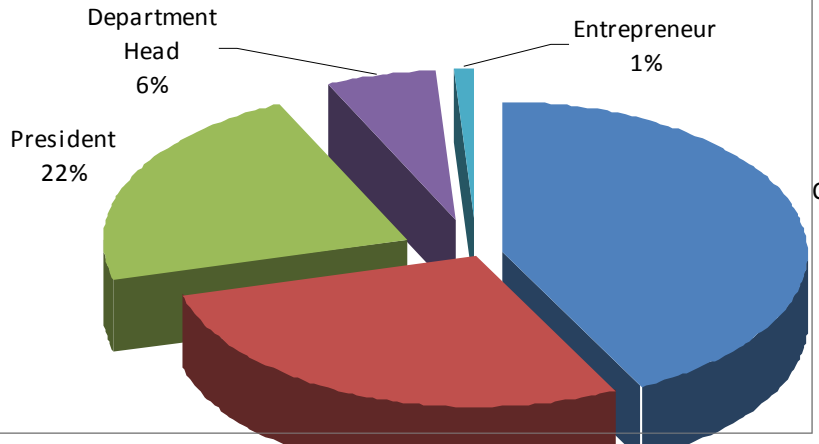
The screenshot displays the Business Brief.com website interface. At the top, the logo and tagline "Rapid Read for Business Insight" are visible. Below the navigation bar, there are several article teasers categorized by industry: Special Report, Sales & Marketing, Finance, Legal & Compliance, Technology, and Lifestyle. Each category includes a headline, a brief summary, and a "Read More" link. A sidebar on the right features a "Stock Quotes" section with a table of market indices and a "Reality or Hype?" advertisement for Greener Working.com. The overall layout is clean and professional, designed for quick navigation and reading.

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## AUDIENCE BREAK DOWN

### Business Decision Makers



### Business Brief.com

1,067,000+ Monthly Web Impressions

90,000+ Monthly Website Users

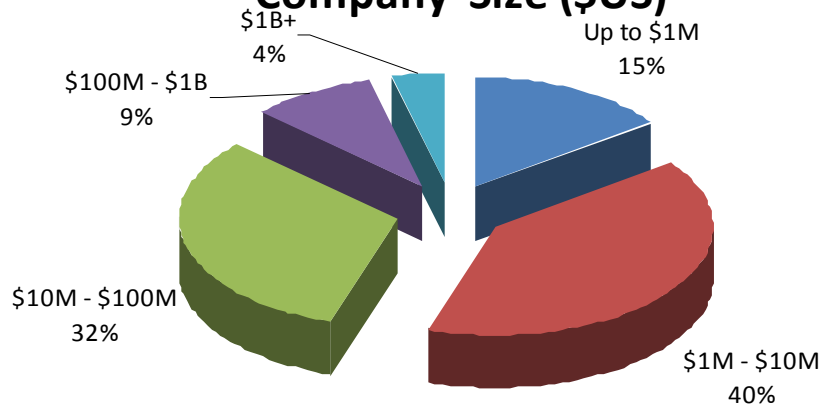
150,000+ Weekly eNewsletter Subscribers

### Business Brief.com

#### Gender

Male	72%
Female	28%

### Company Size (\$US)



### Top Subscriber Industries

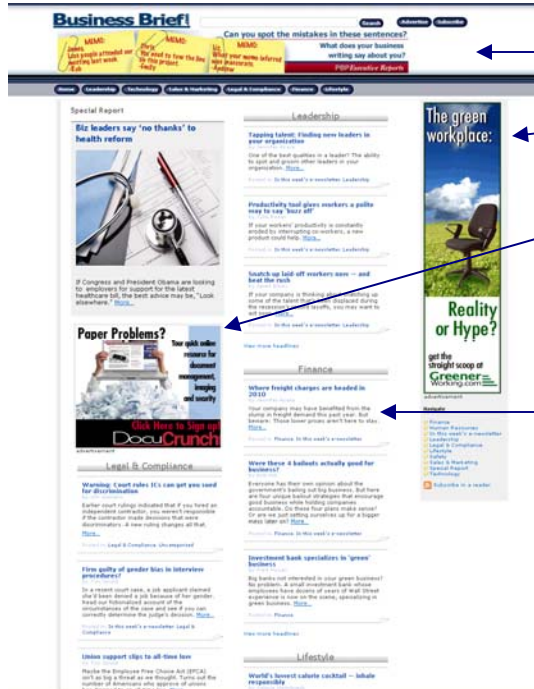
Health Services  
Wholesale  
Construction  
Engineering  
Insurance

Business Services  
Finance/Accounting  
Education  
Public Administration  
Retail

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## E-blasts, Lead Generation, Display Advertising



### Banner Ads:

Display Units Available:

- 728x90 Leaderboard
- 160x600 Sky Scraper
- 300x250 Rectangle

### Lead Generation:

Features:



- 2-week Homepage Feature
- 1 eNewsletter Sponsorship
- Value-Added Banner Impressions

### Newsletter

Display Ads:

- 728x90 Static Banner Ad AND
- 300x250 Image or Contextual Ad



**Webinar: The Economics of AP Automation**  
*Reducing Costs, Improving Efficiency and Driving Down Risk*

Register Now

**Online Webinar**  
 Thursday, February 26, 2009 - 1:00PM EST (10:00AM PST)  
[Register](#)

**SpringCM / Sutherland Global Services Webinar**  
 Thursday, February 26, 2009  
 1:00PM EST (10:00AM PST)  
[Register](#)

Is it possible to cut costs, streamline processes and reduce risks in your invoice operations, all at the same time?

Join noted experts Scott Sanders and Chris Ryan as they share the secrets that will enable you to accomplish all three objectives. Specifically, this event will cover:

- Why doing nothing is unacceptable
- Options for cost reduction and streamlining operations, including outsourcing, Software as a Service and on-premises solutions
- Benefits and limitations of each approach
- How to mitigate financial and operational risk, while keeping all the benefits
- Top five methods to quickly drive AP cost-effectiveness

### HTML E-BLASTS

Your message sent to our opt-in subscribers based on your criteria selection

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## 2010 Advertising Rates

### E-blasts

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

### Lead Generation

**Customized Program-content syndication. Call for Details. Average \$50CPL**

Delivery and push methods include, but not limited to eBlast, eNewsletter, Banners, Home-page Features, and Run-of-Network reach, with a Customized Lead Form.

### Web Banner Ads

Ad Unit	Dimension	Rate*
Skyscraper	160x600	\$50
Leaderboard	728x90	\$40
In-story Rectangle	300x250	\$30

**E-Newsletters** Exclusive Sponsorship Include 728x90 AND 300x250

Ad Unit	Dimension
Leaderboard	728x90
Rectangle	300x250

Number Weekly Issues	Rate*
1 issue (exclusive)	\$2,095 each
3 issues (exclusive)	\$1,795 each
6 issues (exclusive)	\$1,495 each

### Industry Spotlight

**Pricing Start at \$2,395 per Asset**

**Showcase your White paper, Pod Cast, Demo, etc... on our Homepage and eNewsletter.**

2-Week Homepage Feature

1 eNewsletter Sponsorship

Value-Add Banner Impressions (choose 728x90, 300x250, or 160x600)

\*2010 rates are based on Net cost. Rates may vary and are subject to change. Targeting premiums apply.

### Materials Requirements

#### Web Banner Materials:

- 728x90 Leaderboard, flash, .gif or jpeg, 25k max file size, 4 loops max
- 300x250 Rectangle, flash, .gif or jpeg, 25k max file size, 4 loops max
- 160x600 Skyscraper, flash, .gif or jpeg, 25k max file size, 4 loops max

#### eNewsletter Materials:

- 728x90 Leaderboard, .gif or jpeg, 25k max file size, static
- Text Ad Spot or Ad Image: 300x250 Rectangle, .gif or jpeg, 25k max file size, static – approximately 35-50 words of text-depending on font size

#### Email Blasts:

- Subject line for email
- HTML version of email as a standalone file
- HTML email should use inline style (if using style tags), not style sheets or embedded styles.
- Text version of email as a standalone file (.txt file - should not include any HTML)
- Electronic means of opting out of future communications from partner. (Note: PBP Media's standard partner opt-out will also be included at the end of the email.)
- Seeded Names
- Suppression List

PLEASE NOTE: When creating materials, please do NOT use style sheets! We can not accept them as they tend to get altered, stripped out and/or picked up by email filters.

#### Content Syndication for EACH asset:

- 300x250 Text Ad Spot (30-50 words). The text should be a teaser leading to the asset.
- 728x90 Leaderboard, .gif or jpeg, 25k max file size, static (for the newsletter placement)
- Text Ad Spot or Ad Image: 300x100 Rectangle, .gif or jpeg, 25k max file size, static -which is about 35-50 words of text-depending on font size

#### Lead Generation:

- For each asset, you are entitled to all creative submissions listed above. Please provide as much creative as available. PBP Media will provide limited creative support.
- Scalable client-approved logo
- Mandatory Fields for Registration Form
- Lead Dissemination requirements

### **Advertising Guidelines and 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. BusinessBrief.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  
Subject line and text version also needed

#### **Approval Process for Rich Media**

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

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