

Business Brief.com

Rapid Read Business Insight

Reach more than 150,000 C-Level decision makers

Target specific customer segments within a business

**eBlast, Lead Generation, and banner
ad-branding opportunities**

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pbpmedia

Business Brief^{com} rapid-read business insight

BusinessBrief.com

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

BusinessBrief.com

Readers Include

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

BusinessBrief.com

Features 6 business channels packed with information:

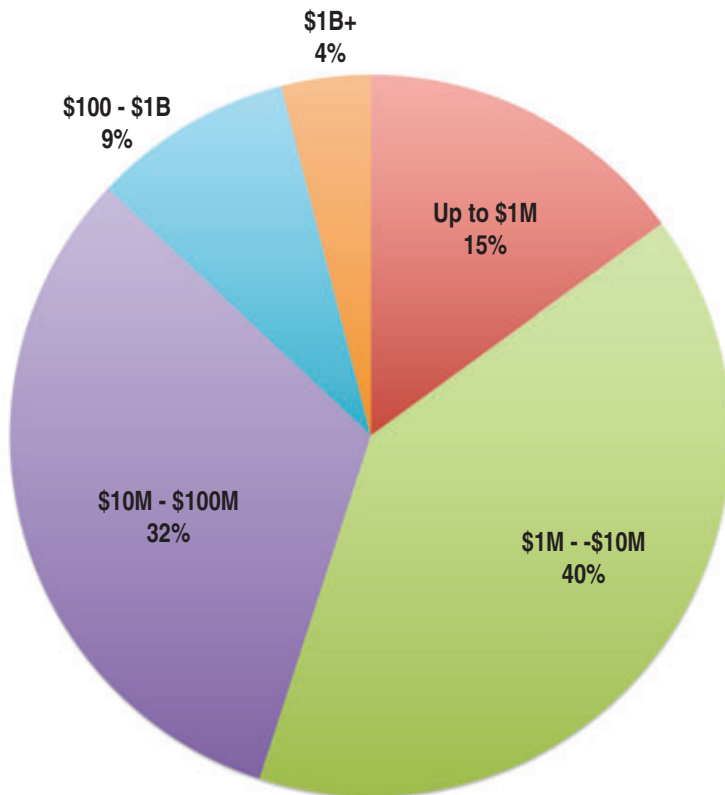
- Sales & Marketing
- Finance
- Leadership
- Technology
- Legal & Compliance
- Lifestyle

The screenshot displays the Business Brief.com website. At the top, there's a navigation bar with categories: Home, Leadership, Technology, Legal & Compliance, Finance, Lifestyle, Sales & Marketing Update, Subscribe, Advertise, Search Jobs, and Get Job Alerts. The main content area is divided into several sections:

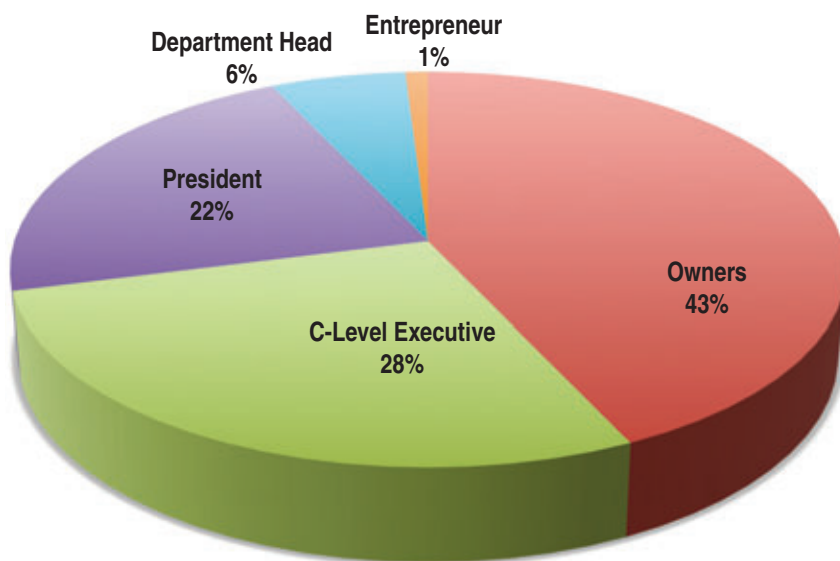
- Special Report:** "Feds pull plug on new 1099 reporting – but watch out" with an image of the US Capitol building.
- Latest News & Views:** Multiple short articles with titles like "If you leave your mobile device on a plane...", "Are your salespeople using the wrong qualifiers?", "It's almost intern season! Make the most of it this year", "Can't saving a dental plan? Here's an option", "Making sure your website boosts business", and "Study: Social media not top way to sway buying decisions".
- Stock Quotes:** A table showing stock prices for NASDAQ, SP 500, NYSE, and INTC.
- Navigation:** A sidebar menu listing various topics like April 2010, Communication, Compensation, Customer Loyalty, etc.
- Advertisements:** Includes a Paychex advertisement for payroll services and an Industry Spotlight for Lyris.

Audience Breakdown

Company Size (\$US)



Business Decision Makers



BusinessBrief.com

1,067,000+ Monthly Web Impressions
 90,000+ Monthly Website Users
 150,000+ Weekly eNewsletter Subscribers

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%
Unknown	15.8%

Education Level

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

Gender

Male	72%
Female	28%

Top Subscriber Industries (min 20k subscribers)

Health Services	Business Services
Wholesale	Finance/Accounting
Construction	Education
Engineering	Public Administration
Insurance	Retail

Business Brief.com FOR rapid-read business insight

Banner Advertising

Get your message in front of our HR decision makers while they are looking for information on your products and services.

Targeted Content eNewsletters

Sponsorships offers our clients a unique competitive advantage with maximum exposure beside targeted content.

- 728x90 static ad
- 300x250 image or contextual ad

Direct Email Blast

Your content to our audience. Targeted message right to the inbox of your target.

Choose your selects by Geography, Title, and or Employee size. Creative image 600x400 pixels. HTML files only.

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Lead Generation

YOU Provide :

- The Assets and Collateral such as white papers, pod casts, and product demos
- Provide Creative

BusinessBrief:

- Promotes through homepage features, banners, permission based emails, and newsletter sponsorships
- Collects Lead Inquires
- Custom Lead Forms
- Custom Lead Dissemination-
- No Set-up Fee — Pay per Qualified Download
- Flexible Program Commitments
- Not a cost-per-click like other industry programs-
- No extra charge for EBlast-
- Starting at \$50 CPL

Sponsored Content

Include your content in our e-newsletters. We accept 30 to 50 words of text as a teaser leading up to the asset which we host on our site.



2011 Advertising Rates

Ad Unit	Dimension	Rate
LeaderBoard	728x90	\$50
SideBar	300x250	\$40
In-story Rectangle	300x250	\$30

E-Newsletters- Exclusive Sponsorship Include 728X90 AND 300x250

Ad Unit	Dimension
LeaderBoard	728x90
In-story Rectangle	300x250

Number Weekly Issues	Rate *
1 issue (exclusive)	\$2095 each
3 issues (exclusive)	\$1795 each
6 issues (exclusive)	\$1495 each

eBlasts

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

*discounts available for multi-week runs

Industry Spotlight Pricing Starts at \$2,395 per Asset

Showcase your newest White paper, podcast, demo, etc... on our Homepage and eNewsletter.

- 2-Week Homepage Feature
- 1 eNewsletter Sponsorship
- Value-Add Banner Impressions (choose 728x90 or 300x250)

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.

Materials Requirement

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

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 & 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 as news, rather than advertising. Fonts and text elements may not resemble BusinessBrief.com content.

eNewsletters

For optimal email viewing, eNewsletter ads must be static jpeg or .gif only

eBlasts

- 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.

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