

CFO | Daily Newssm

FINANCE | Tech Newssm

Rapid Read Business
Insight

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pbpmedia

CFO Daily News & Finance Tech News

An Industry Leading Network for Finance and Accounting topics for CFOs', Finance Executives, and IT Professionals

The screenshot displays the CFO Daily News website interface. At the top left is the logo "CFO|Daily News™" and a search bar. The main content is organized into several sections:

- Finance & Accounting Special Report** (Wednesday September 01, 2010):
 - About face! The key benefit companies changed their minds about**: Accompanied by an image of a pink piggy bank with a stethoscope. Text: "For folks hoping their employers would reinstate their 401(k) match this year, we have some bad news: Probably not going to happen. [More...](#)"
- Latest News & Views**:
 - Spotting the 5 most common signs of workplace bullying** (August 30, 2010 by Jared Bilski): "In addition to wreaking havoc on morale and productivity, workplace bullying may even land complacent employers in legal trouble. [More...](#)"
 - Study: Employees should prepare for major healthcare cost increases** (August 27, 2010 by Jared Bilski): "For most employers, increasing healthcare costs are too much to shoulder and, as a result, they're passing more of the burden onto their employees. [More...](#)"
 - 5 subtle signals of a lying boss** (August 26, 2010 by Jared Bilski): "If your boss exhibits any of these traits when delivering news, chances are you're not getting the real story. [More...](#)"
 - The Great Typo Hunt: Taking the 'n' out of 'dinning'** (August 25, 2010 by Jared Bilski): "Have you ever noticed a typo on a..."
- Industry Spotlight**:
 - Whitepaper: Managing Transaction Tax Audit Risk**: "Did you know 90% of businesses are audited at least once per year? Even in the best economic times, businesses need to be vigilant against unnecessary costs and risks. In challenging times such as these, it's even more critical to avoid missteps, protect cash flow, and derive maximum value from people and processes. Download this whitepaper from Sabrix tax experts to learn how you can protect precious cash flow by proactively addressing audit risk."
- Advertisement**: "Get busy. 40 RICHARDS AVENUE NORWALK, CT. Move-in. Get more. MACK-CALT"
- More from this week's e-newsletter**:
 - Spotting the 5 most common signs of workplace bullying
 - Is Your ERP Solution Optimal to Close Out 2010?
 - 2010 IP Phone Comparison Guide
 - About face! The key benefit companies changed their minds about
 - Study: Employees should prepare for major healthcare cost increases
 - 5 subtle signals of a lying boss
 - The Great Typo Hunt: Taking the 'n' out of 'dinning'
- Click to Subscribe to E-Newsletter**
- Visit our other Finance sites**: CFO Snafu, Finance Regs, Finance Tech News, Procurement Alert
- Meet the Editors**: Jennifer Azara, Jared Bilski, Michael Stumpo
- Whitepapers**: Move It AND Lose It!

CFO Daily News & Finance Tech News

Keeping 200,000+ subscribers updated daily with actionable, quick-read information designed to improve company performance

Audience Breakdown

414,000+ Monthly Web Impressions
70,000+ Monthly Unique Website Users
200,000+ Weekly eNewsletter Subscribers

Fortune 1000

703 Subscribing Companies

7,000+ Unique Subscribers

Household Income

Up to \$60K	32%
\$60k - \$100k	28%
\$100k - \$125k	18%
\$125k+	11%

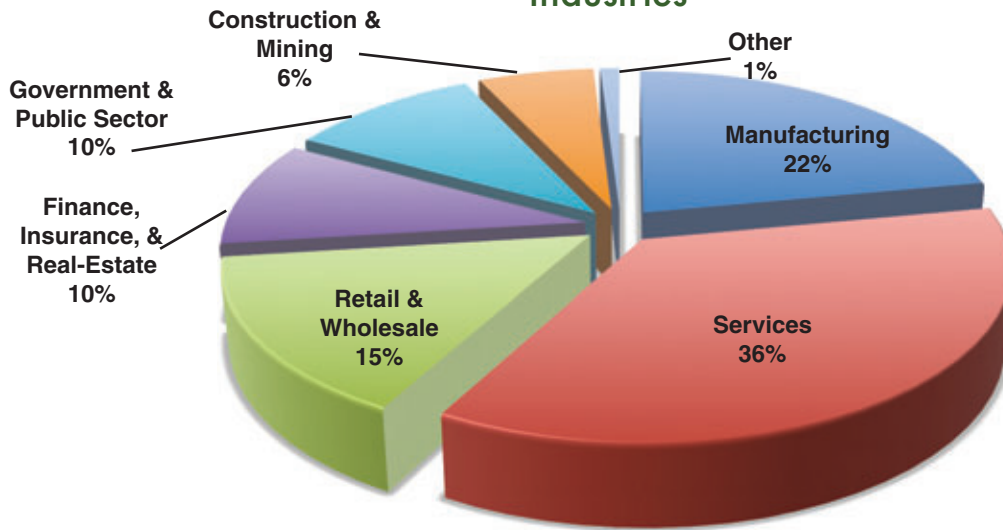
Gender

Male	57%
Female	43%

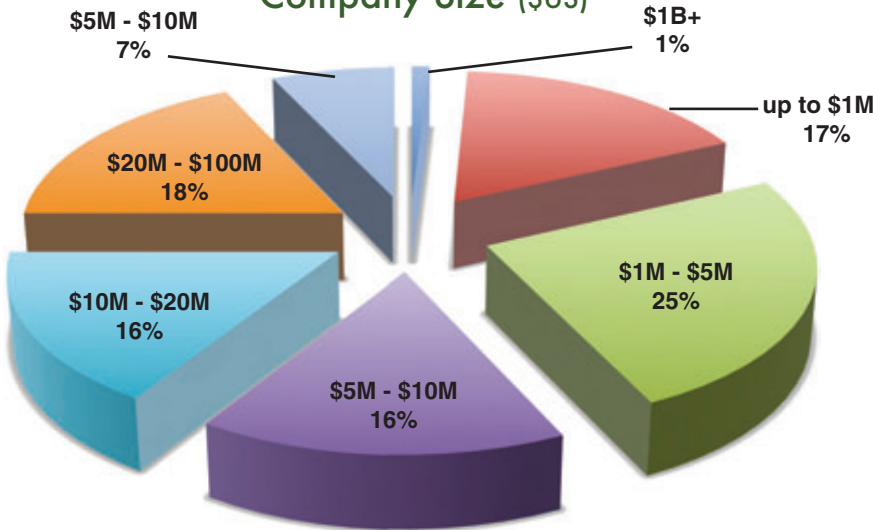
Top Areas our Readers are Purchasing Products and Services

Finance Operation	SaaS	Mergers/Aquisitions/Transactions/Investments
Insurance/Risk	Benefits	Office/COmputer Equipment & Services
Data Management	Consulting	Payroll/Compensation
Copliance	Security	Collections, A/P, A/R
Recruitment	Mobile	Document Automation/Management
Travel & Expense	Training	Credit Cards/ePayments

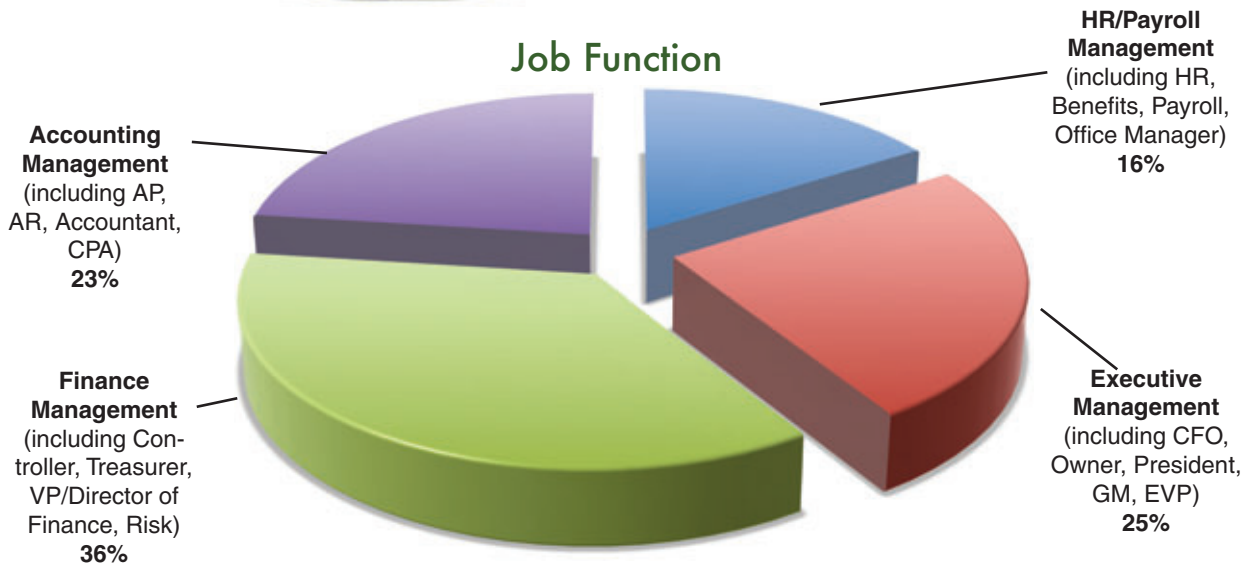
Industries



Company Size (\$US)



Job Function



2011 Advertising Rates

Web Banner Ads

Ad Unit	Dimension	Rate
LeaderBoard	728x90	\$30
In-story Rectangle	300x250	\$30
Geo-Target Impressions	either IBU	\$35

eNewsletters- Exclusive Sponsorship Include 728X90 AND 300x250

Ad Unit	Dimension	Number Weekly Issues	Rate *
LeaderBoard	728x90	1 issue (exclusive)	\$2095 each
In-story Rectangle	300x250	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

Showcase your newest products and services 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.

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
- 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 & 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

CFODailyNews/FinanceTechNews.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. CFODailyNews/FinanceTechNews.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 CFODailyNews/FinanceTechNews.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 CFODailyNews/FinanceTechNews.com must be given for use of the following rich media types.