

Guide To **Integrated Marketing Services**

2010

ONLINE

- Website
- E-newsletters
- Custom e-letters
- Research
- Podcasts
- Webcasts

PRINT

- Magazine
- Custom publishing
- Research
- White papers
- Supplements
- Reprints

EDUCATION

- Online education
- On-site education
- Certification

EVENTS

- Custom conferences
- Sponsored seminars
- Trade show marketing
- Online events

MARKETING SERVICES

- Direct marketing
- List management
- Database development
- Research

CUSTOM SOLUTIONS

- Research
- Content design and development
- Product testing
- Distribution
- Database marketing
- Education

COMMUNITY DEVELOPMENT

- Online networking
- Database development
- List management
- Social networking

COMPLEMENTARY CHANNELS

- Registered Rep.
- Trusts & Estates
- National Real Estate Investor
- Retail Traffic
- Lodging Hospitality
- Other Penton products and services



Business Finance is the hands-on, how-to authority serving the needs of the senior finance professional

Business Finance offers its community of senior finance executives information and insight into key finance issues, strategies, trends and technologies to help them help their organization succeed in today's highly competitive global economy. The *Business Finance* team of seasoned financial and business journalists draws on the knowledge and experience of CFOs and other senior financial executives as well as leading consultants to provide best practices information from an unbiased and authoritative perspective.

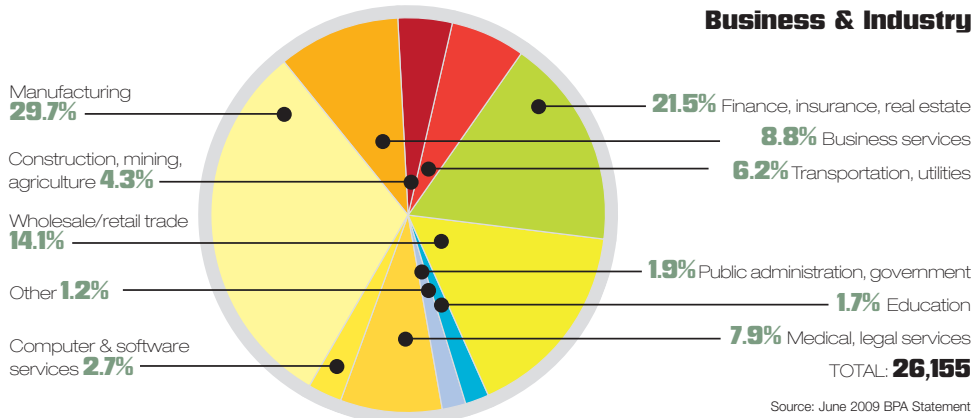
Why they're essential

86% are involved in the evaluation, selection or approval of products and services for their organization

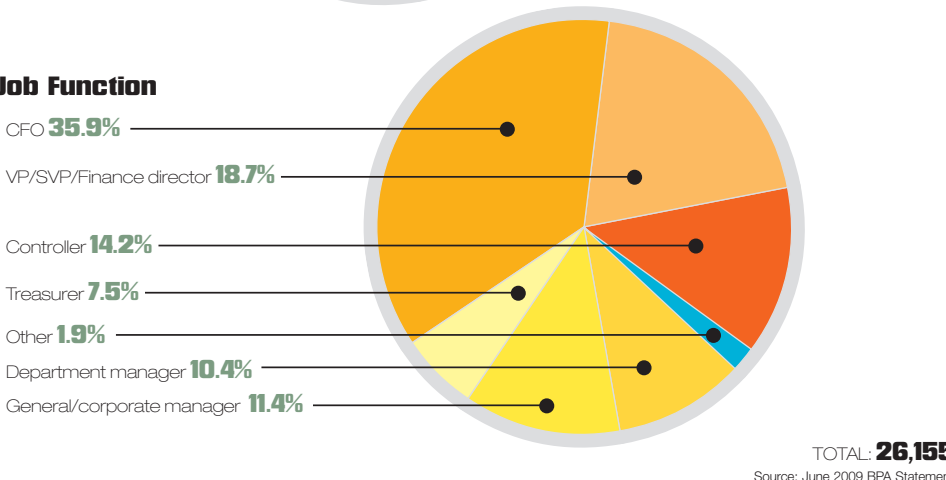
Evaluate the need for new products or services	62%
Identify potential suppliers	44%
Conduct an analysis of possible vendors	45%
Request proposals and/or assess RFPs	43%
Review costs and availability	58%
Narrow short list of vendors	39%
Select brands	26%
Approve purchases	49%
Place orders.....	17%

Source: Reader Profile Study

Business & Industry



Job Function



Who we serve

Business Finance is written for key decision makers in today's finance-driven organizations.

What we cover

Business Finance devotes substantial coverage every year to topics of critical importance to its subscribers:

- Corporate finance
- Compliance
- Corporate governance
- Business performance management
- Business intelligence
- Best practices
- Accounting
- Finance software
- Treasury
- Cash management
- Technology
- Tax and audit
- Credit and collections
- Risk management
- Career management
- Human resources
- Compensation
- Pensions and benefits

ANNUAL SALES REVENUE

\$1 Billion or More	36.5
\$500 - \$999 Million	11.8
\$100 - \$499 Million	47.8
Unidentified.....	3.9

TOTAL: 26,155 (100%)

Source: June 2009 BPA Statement

The **Business Finance** Integrated Approach To Connecting **You With Clients**

BusinessFinance

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E-newsletters
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BusinessFinanceMag.com now offers more ways for you to connect with customers and prospects online

Partner with BusinessFinanceMag.com to combine your ideas with our expertise to create new ways of connecting with customers online. From Web sites and newsletters to Webcasts, podcasts, blogs and targeted search sponsorships, *Business Finance* can deliver your message across a wide range of digital content channels.

We can manage the design, production, and distribution of your online materials while allowing you to take advantage of our experience with generating organic search traffic and connecting you with prospects via the Internet. Our e-services are designed to help you capture highly qualified leads that can be retained, tracked and prospected in real time—and gain insight and intelligence into what your customers need.

Custom e-newsletters

Take advantage of our extensive experience producing e-newsletters by allowing us to help you publish one of your own. *Business Finance* can create custom e-letters designed to meet your particular needs aimed at specific subsets of our e-mail database.

Microsites

By custom publishing your relevant content on a custom microsite created off the BusinessFinanceMag.com site, you can take advantage of our dominant network of Websites, e-newsletters and search engine technology to drive targeted customers to your site.

Podcasts

Podcasts are an effective way to deliver valuable content in a convenient format. Let us create a microsite on BusinessFinanceMag.com where visitors can subscribe to, listen to or download your sponsored podcast. We'll set up a registration page to collect listener information, giving you a direct line to your best prospects.

Our custom e-newsletters can position you as a thought leader in your industry.

Web site sponsorships

BusinessFinanceMag.com offers you many online marketing opportunities including banners, content sponsorships, oversized ad units, classifieds, special reports and microsites.

Business Finance e-newsletters

Reach our qualified, targeted audiences by surrounding your advertising message with the timely and informative environment provided by our e-newsletters.

Roadblock advertising

- High impact advertising where customers cannot miss your message
- Your ad will be seen for a full 15 seconds before user is taken to the homepage
- Only 1 advertiser per month

Targeted content sponsorships

BusinessFinanceMag.com's content categories collect stories organized around particular topics or themes. You can exclusively own the entire category that best suits your current campaign, branding every ad placement seen by visitors to those articles.

Search sponsorships

Senior finance executives depend on keyword search as their primary way of researching information relating to their business. Search sponsorships on BusinessFinanceMag.com offer an exceptional branding opportunity, allowing you to reach your target audience with roadblock ad placements on all search results pages.

Webcasts

Our Webcasts offer the opportunity to have real-time interaction with subject matter experts and industry leaders to discuss key issues, solutions, best practices and actual case studies. Webcasts also can be prerecorded for on-demand playback at the convenience of the viewer. As a sponsor, you receive qualified leads, positive branding and thought-leadership positioning as part of a comprehensive integrated marketing program.

Channel sponsorships

- Each channel serves as a “front-end” for site visitors to access content that relates to the subject area
- Users can peruse news items and original content, search the article archive and stay up to date on best practices and key advancements in technology
- Exclusive sponsorship per channel
- Sponsors’ banner ads seen on every page of channel
- Ability to lock out competitors from specific content
- Editorial content organized into 8 distinct channels:
 - Budgeting & Reporting
 - Strategy Execution
 - Business Strategy
 - Career & HR
 - Corporate Finance & Tax
 - Cost Management & BPM
 - Governance, Risk & Compliance
 - Treasury & Cash Management
 - Software & Systems

Vendor directory

Enhanced vendor directory listings are cost-effective; provide logo, Web and e-mail links; and make your listings stand out from your competition

Sponsored text links

- Sponsored links and the content of the accompanying message are at the sole discretion of the advertiser
- Prominently positioned on all non-targeted BusinessFinanceMag.com pages
- Not to exceed five total sponsored links at any-given time

Custom video

- *Business Finance* videos are a popular site feature, offering interviews with some of the best minds in finance today
- Opportunity to run related text links next to your video
- Subject to availability—contact your Market Director for details on a customized video sponsorship package

Online exclusive sponsorships

- The most prominent feature of the BusinessFinanceMag.com home page is an online exclusive feature article
- As a high-traffic area, we offer sponsors the opportunity to align themselves with new content.
- Sponsorship includes:
 - Leaderboard
 - Large Rectangle
 - Small Rectangle
 - Sold Monthly (three-month buy)

Webcast program

- All event marketing for Webcast
- Registration collection
- Expert panel
- Collaboration with the sponsor to create a content rich agenda
- Webcast rehearsals
- Follow-up satisfaction survey of attendees and 12-month archive, allowing for additional on-demand registrants

Key benefits:

- Third Party Affiliation: The *Business Finance* name attached to the Webcast increases quality turnout by heightening the credibility and perception of the event as informational and educational
- High Quality Audience: Webcasts allow sponsors to present in front of an audience of business decision-makers who would otherwise be unlikely to be assembled in one place at one time
- Turnkey Execution: *Business Finance* promotes, produces and executes the entire event. Sponsors work in shaping the agenda and attend rehearsals, but *Business Finance* handles all the technological and promotional logistics
- Panelist: Sponsor representative, third-party analyst and a high-level publisher or editor from *Business Finance*
- Web Exposure: Exclusive banners on registration page
- Leads: Average 350 leads per Webcast
- Shelf: Archived for 12 months
- Satisfaction: 95% of attendees would attend another event

Video Ask The Expert

- Sponsor will have the opportunity to provide and post a video that will inspire our audience to submit questions and begin a dialogue with the speaker
- Includes a dedicated sponsor landing page with additional content (bio, logo, link, etc.) around their video and Q&A
- Sold in three-month minimums

E-newsletters

• BusinessFinanceLink

The Newsletter for the Business Finance Community

• Performance Mngt Link

The Newsletter for the BPM Community

• GRC Finance Link

The Newsletter for the Governance, Risk and Compliance Community

• Treasury Link

The Newsletter for the Treasury and Cash Management Community

• IT Finance Link

The Newsletter for the IT Finance Community

• Budgeting Link

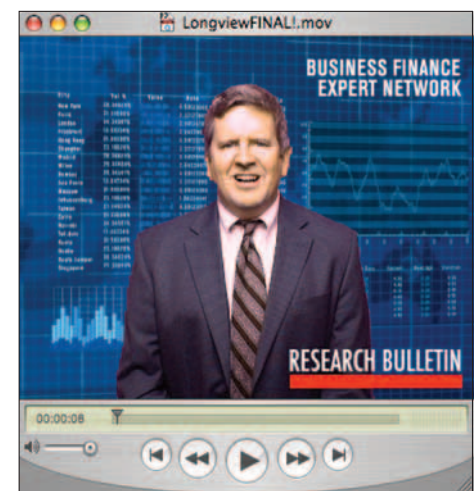
The Newsletter for the Budgeting and Reporting Community

• HRFinanceLink

The newsletter for the HR and finance community

• Corporate Tax Link

The newsletter for the finance and tax community



Business Finance is committed to reporting on issues solely from the perspective of the CFO and other senior finance executives

Top companies today are turning to their finance function for guidance throughout the enterprise. No longer does finance weigh in solely on budgeting and financial reporting, but also on operational issues. The top finance executive is a strategic business partner whose perspective is critical to organizational success.

The importance of the finance function has soared in the past several years due in part to the heightened regulatory environment. Companies cannot afford to run afoul of stringent rules affecting financial reporting, and businesses rely upon their top finance people to ensure that they live up to the full letter of the law. This responsibility, combined with the mandate to help their organization compete effectively in an increasingly global marketplace, drives finance professionals' need to be up-to-date and constantly informed about the methods that can help them function strategically.

Custom publishing

Our custom publishing capability is an important marketing tool for building your company's brand loyalty, allowing you to create and maintain an effective, personalized relationship with your customers. By utilizing our subscriber database we can conduct custom research and produce white papers and supplements that can expand your business possibilities by providing specific insight about customers or prospects. And provide more opportunities for you to target exactly the types of senior financial professionals you want to reach.



case study **advertiser sponsored**

www.successfactors.com

PEOPLE PERFORMANCE: MAXIMIZING YOUR BIGGEST INVESTMENT

Why linking employee performance to corporate strategy is key to revenue growth

PERFORMANCE that employees do in the moment that the company needs, finance executives are not aware of what they're spending on their workforce. According to a recent study by Knowledge@Wharton, a recognized authority on human resources and talent management, 70 percent of operating expenses are based on a company's long-term, 18-to-24-month plan to optimize the workforce as much as possible, but for organizations more employee performance is an equally important—and often less visible—part of the same way to financial performance solutions.

As few as 40 companies make sure they are choosing the best people to add value from their workforce to human capital to drive top and bottom line performance.

Recent research by SuccessFactors indicates that companies using on-demand performance and talent management solutions—valued at \$1.5 billion in 2012—will see a 10 percent increase in revenue by 2015.

When compared to industry peers, the research also suggests that financial performance continues to improve over time after the solutions are deployed.

Performance and talent management solutions allow companies to drive superior financial performance by helping them:

- Reduce top performers.** Recruiting, training, and bringing employees up to speed is a costly task to increase the revenue base when high performing employees leave an organization. Reducing turnover results in higher, more predictable financial performance.
- Align employee goals with business strategy.** Robert Kaplan and David Norton's seminal book, "The Balanced Scorecard" revealed that 80 percent of employees don't understand their organization's strategy. Human capital management solutions allow companies to align all employees' goals and align them with organizational objectives.
- Improve employee engagement.** According to Human Capital's Work USA study, 80 percent of employees say they are not fully engaged at work. By

aligning employee resources directly defined goals and pay for their performance, talent management solutions can help give them the confidence that when they do a good job, their performance will be rewarded.

THE SUCCESS FACTORS VALUE PROPOSITION
Delivered as a website or a mobile app, SuccessFactors will work for budget-conscious HR departments and all other business units. Professional Edition is the solution for companies with up to 100 employees. The solution, in both cloud-based or on-premise offerings, integrates and aligns all activities, from performance and talent management, to payroll, time and expense, and learning. SuccessFactors will provide feedback and analysis to give companies real-time visibility into all their data. In the end, the only company to receive the highest rating awarded to any vendor three years in a row by Gartner's HR Management Assessment. SuccessFactors is the market leader in workforce performance and talent management applications.

For example, SuccessFactors has helped Howard's Food Products Union achieve a 100 percent compliance rate for performance review and followed a critical success in communicating linking employee performance with corporate objectives.

"Optimizing human capital has had a huge impact on our revenue among sales and across our organization," says Roberto Santiago, senior vice president. "SuccessFactors helped us to improve, from human capital study, and as a result, we were able to get back to work and reduce other planning that we need to do."

FOR MORE INFORMATION please email sales@successfactors.com

SuccessFactors
Human Capital Management

SuccessFactors
Human Capital Management

*Based on a survey of HR and Finance Executives from 2011-2012. SuccessFactors is a registered trademark of SuccessFactors, Inc. © 2012 SuccessFactors, Inc. All rights reserved.

Use our custom publishing capabilities to create white papers that target the senior financial executives you're trying to reach.

Custom research

Business Finance can help you leverage the power of market research through a variety of programs that are custom-tailored to your specific objectives. These exclusive research programs can range from proprietary projects—concerning your market perceptions, new product launches, or competitors—to surveys that can result in white papers or company-sponsored marketing materials and conferences.

FEATURE	SPRING	SUMMER	AUTUMN	WINTER
	Budgeting & Reporting Issue	GRC Special Issue	Treasury & Cash Management Issue	Finance & Technology Issue
Corporate Finance/ Compliance and Governance	New Working Capital Strategies	Exclusive GRC Research Study Expert: Eric Krell	Advancing Governance Without Headcount	Banking & Finance
Risk Management	Achieving Risk Management Excellence: Case Studies		The New Metrics	Risk Leaders: Five Executives Strategic Risk Management
Budget & Forecasting	Exclusive Budgeting Research Study Expert: Steve Player Includes: BPM	Five KPIs revving up BPM	New Planning and Forecasting Strategies	
Business Performance Management		Global Tax Problems & Answers Includes: BPM	Includes: BPM	Includes: BPM
Tax and Audit		Exclusive Tax Research Study Expert: John Cummings	Rethinking Corporate Tax	Savvy Technologies for Managing Tax
Pensions and Benefits	How to Identify Top Money Managers			Employees Self Service 2010 Career and Compensation Survey
Treasury/ Cash Management	Adopting Fraud Prevention Best Practices	Managing Offshore Trading Partners	Exclusive Treasury Research Study Expert: Karen Kroll	Treasury & Cash Management Round Table
Credit and Collections	Managing Collections in a Challenging Economy			SPECIAL ISSUE: 2011 Best of Breed Software Buyer's Guide
Technology	Making Expense Management Pay Off	Compliance Next Generation Technologies	XBRL: Early Case Studies	Exclusive Technology Research Study Expert: Alan Radding
Accounting/ Finance Software		Where Customization Matters	IFRS: Where We Stand Now	
Bonus to Advertisers	Ad Recall Survey	Ad Recall Survey	Ad Recall Survey	Ad Recall Survey
Show Distribution			AFP Conference San Antonio, TX	
Ad Close	2/5	5/10	8/10	11/5
Ad Materials Due	2/12	5/17	8/17	11/12

Business Finance can put you in touch with the audiences you seek for your targeted marketing programs

You can use our lists to develop attendance for your special events—like breakfasts, roadshows, conferences or Webcasts. Or utilize our unique database services to maximize your own list efforts and performance. And our strong roster of trade show support services can help you get the most out of your conference and exposition investments.

Get measurable ROI in every issue of the print edition with our ad performance research

Each issue, we conduct an in-depth survey of the ads that appear in the magazine. This research can provide valuable feedback on how well your advertising is performing with customers and prospects. All ads half-page or larger appearing in the our quarterly editions will be studied. We'll also examine the survey results by product and service classification so you can see how well your ads stack up with others in your category.

By analyzing the recall of your ads—and comparing your performance with the other ads studied in the issue—you can learn ways to communicate with your customers more effectively, and enhance the return on your advertising investment.

Custom video publishing

Now you can sponsor a promotional package on BusinessFinanceMag.com that features product demos filmed right from the trade show floor. Use the visual impact and immediacy of this engaging medium to educate customers about the attributes of your offerings at a time when they are most receptive to it—in the environment of an industry event.

Database and list management services

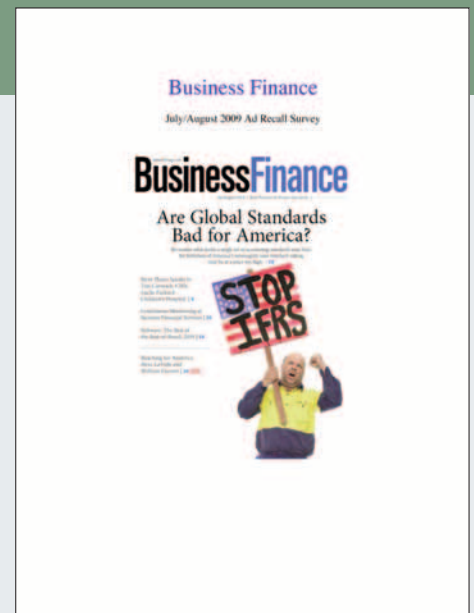
Business Finance has entered into a strategic partnership with Walter Karl, a division of *infoGROUP*, that allows us to offer unique list management and database services to our customers. Now the *Business Finance* postal, telemarketing and email subscriber files are available for your multichannel marketing efforts through the industry's premier list management service.

Show appointment sponsorship

Save time and maximize your trade show presence by scheduling appointments with our readers prior to the show. You can reach *Business Finance*'s qualified subscriber email database during the weeks leading up to an event, driving traffic to a special appointment landing page that we build for you to collect qualified leads and request preferred meeting dates, times and locations at the show.

Show blogs and microsites

Be part of a trade show's buzz by sponsoring a one-stop, up-to-the-minute site for show news and updates. Our show blogs and microsites give the show a "meeting room on the Web," where news is broken and attendees can communicate in real time.



As an advertiser in our print editions, you'll receive the results to our Ad Recall Surveys at no additional cost. You'll also have the opportunity to include a proprietary question of your own with our research—about your ad, your position in the market, whatever you'd like—and you'll receive the results in a special confidential report.

Show giveaways

Giveaways at trade shows not only attract traffic to your booth, but they also capture qualified leads for your future marketing efforts. We can help you promote your drawings and show giveaways on BusinessFinanceMag.com as well as work with you to secure the targeted leads you are looking for.

Show newsletters & dailies

Reinforce your brand and connect with our readers who are turning their attention to major industry shows prior to, during and after each event. Our trade show newsletters deliver exclusive show coverage—up-to-the-minute news, product announcements, and daily show activity—right to the inboxes of our subscribers.

Show podcasts

Our show Podcasts allow you to connect with listeners who are downloading the latest news and observations direct from the trade show floor. Podcasts can provide a recap of the day's events from our editors with insights from attendees and exhibitors regarding what's important.

PowerLeads

A unique pay-per-lead initiative tailor-made to your specific marketing needs—and budget

program

The *Business Finance* PowerLeads program gives you the power to receive qualified sales leads from only the prospects you want to hear from—on your schedule, and within your budget.

Here's how it works: We've created a free resource library on the *Business Finance* Web site where we'll distribute your white papers to registered users interested in your products. Tell us the kinds of finance executives you want to hear from (by title, company size and location) and we'll "filter" these prequalified leads to you as often as you wish. Bottom line: you only pay for the leads you're most interested in receiving.

How we'll promote the program

To build support for the *Business Finance* PowerLeads program, we've developed an aggressive, dynamic marketing campaign promoting our free resource library that includes:

- Promotion on the *Business Finance* Web sites
- Promotion in all of the *Business Finance* e-newsletters
- Dedicated email blasts to subscribers to *Business Finance* magazine

The featured white papers showcased in each of the marketing campaigns will be dynamically served based on the audience profile & content focus.

Business Finance PowerLeads program pricing

Base cost-per-lead: \$60/lead (includes filtering of students and retired users only)

Geographic filter: \$65/lead (typically a filter for North America or U.S. only)

Job title filter: \$70-\$95/lead (depending on the complexity of the filtering)

Custom-built to serve your specific lead-gen requirements

Define your target audiences: Identify which leads are right for your products and services.

Establish your pricing plan: Set the maximum price/lead you're willing to pay.

Configure your lead delivery schedule: Arrange how often you'd like to receive your leads.

The Business Performance Management Summit

Finance 2010: "The Transformational Decade" New York, New York

The Business Performance Management Summit opens a new chapter for BPM strategies and tactics, as the nation's premier business performance venue brings forth a roster of top finance leaders, analysts and experts to reveal the new decade's drivers of transformational change.

Unlike any time before finance executives now reside along the frontlines of transformational change as they arm themselves with strategies and technologies that empower executives with real-time business insights.

The BPM Summit provides a forum for senior business, finance and IT executives to learn and discuss strategies and tactics for gaining maximum value from business performance management systems and methodologies.

Finance 2010 topics will include:

- A Blueprint for World-Class Internal Controls
- Turbulent Management: Putting Disruption to Work
- The Seven Danger Zones Where BPM Fails
- BPM & the Boardroom: New Performance Edicts from the Board of Directors
- Commoditized Technology and Commoditized Results
- How IFRS Will Change Your Business
- Getting the Organizational Tensions Right: The Key to Driving Performance
- Troubled Waters: Bridging the Gap Between Financial and Operational Planning
- Rethinking Planning, Budgeting, Forecasting And Target Setting
- BPM Disasters: How to Increase Your Odds of Success
- Investment Optimization

2010 advertising rates (rates include color)

Four color	1X	2X	3X	4X
2 Page Spread	\$22,900	\$20,400	\$18,700	\$17,000
Full Page	\$13,500	\$12,000	\$11,000	\$10,000
2/3 Page	\$11,500	\$10,200	\$9,400	\$8,500
1/2 Page	\$9,400	\$8,400	\$7,700	\$7,000
1/3 Page	\$6,750	\$6,000	\$5,500	\$5,000

Special positions

Cover #4	Add 20%
Cover #2	Add 15%
Cover #3	Add 10%
TOC Position	Add 15%
Center Spread	Add 10%
Opposite Opening Column	Add 10%
Opposite Specific Editorial	Add 10%

Space Closing and Materials Dates

Issue	Space	Materials	Mail date
Spring	2/5	2/12	1-Mar
Summer	5/10	5/17	6-Jun
Autumn	8/10	8/17	1-Sep
Winter	11/5	11/12	1-Dec

Gross advertising rates effective January 2010

1. DISPLAY ADVERTISING RATES

Number of units within 12 months from date of first insertion in contract period determines frequency rate. As used in this section and this rate card, the term "Publisher" shall refer to *Business Finance*

a. Rates for Combinations: Consult Publisher.

b. Supplied Inserts and Business Reply Cards (BRCs): Accepted in all issues. For information, contact your sales representative. Special charges in addition to space rates are non-commissionable.

2. COMMISSION AND CASH DISCOUNT

a. 15% of the gross billing allowed to recognize advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of businessfinancemag.com invoice date. Advertiser's material must be camera-ready to qualify for agency commission. Accounts payable within 30 (thirty) days. No cash discounts allowed.

b. Sequential Liability: Advertiser and Advertising Agency are jointly and severally liable for payment. *Business Finance* will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

3. TERMS AND CONDITIONS

a. Terms of Sale: Net thirty days from date of the invoice. No cash discounts allowed. The Publisher will not accept any form of payment,

which contains any limitations or conditions on payment such as short paid checks noted as representing payment in full of a disputed balance.

b. All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication. The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not in keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when they conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to

strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials. The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, the Reader Service section, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials.

c. Cancellations must be submitted in writing, accepted up to 45 days prior to closing date published on the editorial calendar for ROB space and 90 days advance notice for Preferred or Specified positions. Cover positions are non-cancelable. Verbal cancellations will not be accepted.

d. Line of Credit: Advertiser's line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of the Publisher, and no advanced notification is promised or implied.

e. Past Due Accounts: Orders may be held at the Publisher's sole discretion.

f. Collection-related Issues: If the Publisher must refer Advertiser's delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs, and other collection costs in connection with the Publisher's collection efforts.

g. Jurisdiction: Advertising Agencies and/or Advertisers agree that any legal action arising between the Publisher and Advertising Agency and/or Advertiser must be brought in the courts of the state of Kansas, Johnson County, and that Advertising Agency and/or Advertiser agrees to submit all claims to the jurisdiction of these courts regardless of any conflict of jurisdiction which may arise.

h. Notification to Publisher: If the Advertising Agency and/or Advertiser changes their address or there is a change of ownership or control of their company, please notify the publisher of this change within ten working days.

i. Definitions: As used in this section and this rate card, the term "Publisher" shall refer to *Business Finance* and its parent company.

4. MECHANICAL REQUIREMENTS

Please visit <http://pentondigitalads.com> for additional information.

a. Trim Size: 7.75" x 10.5"

b. Live Area: 7.25" x 10" – All text needs to stay within this area. All graphics that you do not want to bleed need to stay within this area. The 1/4" margin allows the printing press to have room to trim properly.

c. Type or Page Size: Space is available in the following units. Advertisements exceeding type size in any dimension are considered bleed or oversize except for gutter bleed in spreads, and are subject to a 10% surcharge.

Non-Bleed Units	Width x Depth
Cover Gatefold (Call production department)	
Spread	15-1/2" X 10-1/2"
Full Page (Trim)	7-3/4" X 10-1/2"
2/3 Page	4-7/16" X 9-1/2"
1/2 Page (Island)	4-7/16" X 7-3/8"
1/2 Page (Horizontal)	6-3/4" X 4-5/8"
1/3 Page (Vertical)	2-1/8" X 9-1/2"
1/3 Page (Square)	4-7/16" X 4-7/8"

Bleed Units	Width x Depth
Cover Gatefold (Call production department)	
Spread	16" X 10-3/4"
Junior Spread	16" X 5-3/8"
Full Page	8" X 10-3/4"

Keep text and illustrations 1/2" from binding side (gutter) and at least 1/4" from trim edges.

d. Columns to Page: Three. Column Width: 2-1/8".

Column Depth: 10".

e. Printing: Web offset.

f. Binding: Saddle stitch

5. DIGITAL AD SPECIFICATIONS

a. Color Mode: CMYK Images must be high resolution, 266 to 300 dpi for halftone images, 600 dpi or more for line-art scans. Metafiles and graphics captured from the Internet are discouraged. Use only PostScript Type 1 fonts. When sending us the application file, include a copy of the placed graphic elements and a copy of the screen and printer fonts used. A color proof of the file is required.

b. Accepted File Formats: QuarkXPress, Adobe Illustrator or Adobe Photoshop: eps, tiff or PDF files saved for high-end printing. Electronic Media: CDs and DVDs. File Transfer Protocol files: FTP files should be sent in raw data format using a compression program. Phone or e-mail the Ad Coordinator at the time of ad/art transmission to notify of the name(s) of the files sent. Submit digital files at www.pentondigitalads.com

c. Proofs: Text and element proof required to assist in preflighting digital ad files. For critical color match, a digital halftone proof (i.e., Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.) is required. Accurate color reproduction cannot be guaranteed without an accompanying SWOPcertified proof.

d. Any files received that do not meet our requirements will result in a request for resubmission.

e. The Publisher will not alter or edit any ad materials. If you are unable to meet the specifications as outlined above, contact your Ad Coordinator to make special arrangements.

f. For more information on rates, production specs and shipping instructions please visit www.pentondigitalads.com

g. Shipping Address:

ATTN: Kim Blaski, Ad Production Coordinator
 PHONE: 913-967-1688
 FAX: 913-514-3670
 EMAIL: kim.blaski@penton.com

6. FREQUENCY AND CLOSING DATES

- a.** Published 4x in 2010.
- b.** Ad closing date is approximately 30 days prior to publication date.
- c.** Materials due one week after ad closing date.

7. CIRCULATION INFORMATION

- a.** Member: BPA Worldwide.
- b.** Subscription: United States, \$69 one year; Canada, \$81 one year; Non U.S. and Non Canada, \$93 one year.
- c.** Subscription Contact: 1-866-505-7173
- d.** Publisher reserves the right to change publication frequency, circulation and editorial calendar content.

ONLINE ADVERTISING RATES

WEB SITE RATES

Contact your local sales rep for more information.

Current ad positions:

- Leaderboard
- Magazine Sponsorship
- Boom Box

ONLINE AD SPECIFICATIONS WEB SITE

Banner Dimensions:

728x90	Leaderboard
180x150	Magazine Sponsorship
300x250	Boom Box

MAXIMUM BANNER SIZE: 36K

Banner Formats:

Currently Accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblaster, Enliven, Bluestreak, Motif.

Will accept for testing: DHTML, Audio, Real, Shoskeles



Non-accepted formats: Java, Java Applet, Video ALL Rich Media must be accompanied by a standard gif for use as fall back for non-rich media enabled browsers. Standard turnaround time for Banners is 2 business days for non-Rich Media and 5 business days for Rich Media. More may be required for testing of new media formats.

ALL Rich Media must include a target=blank command that will launch a new browser; this is especially important for any file with JavaScript language.

ALL enhanced content Rich Media (expanding window, audio, etc) must be user-initiated.

Automatic play or pre-expand are not allowed. HTML – The following guidelines must be observed: Penton Media utilizes Javascript ad tags on its pages. HTML banners must be constructed to work within these tags. HTML banners may either call to the client's server for component images or the component images may be submitted along with the HTML code directly to Penton Media. All component images must observe file size restriction and total combined file size of component images should not exceed maximum specified file sizes for the appropriate banner size.

In order for DART to track clicks on HTML banner with a 'form action' field (such as pull down menus, or typed search entry banners) you MUST use the form method=get and NOT form method=post. Penton Media will then be able to track clicks on your banner, though we may not be able to track clicks to multiple URLs separately. <HTML> and <BODY> tags are not required. If you need to use <BODY> for your formatting you should substitute <TABLE> tags instead.

Flash – The following guidelines must be observed: If submitting a Macromedia Flash banner you must supply both the compiled swf file and backup gif. Penton Media uses DoubleClick DART to serve its ads. DART is not able to track clicks on Flash banners without modification to the code before the swf file is compiled. If you wish Penton Media to be able to report on front-end clicks you must contact your trafficker at Penton Media for the proper modification instructions before you submit the Flash banner.

Eyeblaster: Eyeblaster Creative must have a visible close button.

PointRoll: Testing period may be longer than stated 5 days. PointRoll banners require a file to be uploaded to our servers and production considerations may delay implementation. Expanded window should be a maximum of 2.5x the original dimensions. Banners should expand only in one direction (either vertical or horizontal). Pre-expand or auto-initiate audio banners are not allowed.

All enhanced content must be on mouse-over or click only, and must discontinue on mouse-off.

Motif: Penton Media accepts DoubleClick Motif and will traffic it as internal redirect for DFP. Expanding ad formats should be a maximum of 2.5x the original dimensions. Banners should expand only in one direction (either vertical or horizontal). Any enhanced content (audio, expanding banner, etc) must be user-initiated only.

Unicast

- 2 MB maximum file size.
- 30 seconds maximum play time.
- Must have visible close button.

File Sizes and Looping (File Size applies to direct upload/initial load only, not redirect or polite downloads. Polite downloads may be up to 100K after initial load. Looping and frames do not apply to Flash):

Max File Size = 180x150, 728x90, 300x250

Max Frames = 4

Looping = 3 times

3rd Party Ad Serving: Penton Media will accept most 3rd Party Ad tags including DART, Atlas, Bluestreak, and Mediafarm. All 3PAS must be accompanied by anti-caching documentation.

E-NEWSLETTERS

Newsletters text sponsorships include 40 words of text, including headline, plus linking URL. Logo and banner specs are as follows:

Banner Dimensions: 180x150

Banner Format: GIF or JPEG files only.
No Rich Media.

File Sizes and Looping:

Max File Size = 180x150 – 15-20K

Max Frames = 4

Looping = 3 times

3rd Party Ad Serving: Penton Media will accept most 3rd Party Ad tags. 3rd Party Ad tags for newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.



NOTE: Not all sizes are available on all Penton Media Websites. Please confirm the exact size for each contracted unit with your sales representative. Banner positions and static graphics specified may not be available for all positions in all newsletters. Please verify the allowed materials for each contracted newsletter with your sales representative.

Advertising contacts

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- **Registered Rep.**
- **Trusts & Estates**
- **National Real Estate Investor**
- **Retail Traffic**
- **Lodging Hospitality**