



2011 DIGITAL MEDIA KIT

ABOUT US
AUDIENCE
RATES & SPECS

**Create brand awareness, improve ROI
and increase your customer base.**

- 65% of users are in management
- 80% influence purchasing decisions at their company
- 85% of users are college graduates
- 68% have a household income of \$100k+
- 22 million page views per month

Source: 2008 User Survey

**Advertise with The Business Journals
and experience the power of online.**

ABOUT US



The Business Journals are the premier media solutions platform for companies strategically targeting business decision makers. We deliver a total business audience of over 10 million people via our 42 websites, 64 publications and over 700 annual industry leading events. Our media products provide comprehensive coverage of business news from a local, regional and national perspective. We have more people, publications and web sites covering our nation's business than any other business media organization.

TBJ online (bizjournals.com) features business news from around the nation, updated throughout the day, all powered by our unmatched team of business journalists nationwide. Our websites features top business stories and breaking news, industry-specific news on more than 40 industries, advice columns, and a full menu of tools and other resources that enable business owners and managers to stay informed and be more successful.

Our Sites:

TBJ Market Sites:

Albany	Memphis
Albuquerque	Milwaukee
Atlanta	Minneapolis
Austin	Nashville
Baltimore	Orlando
Birmingham	Philadelphia
Boston	Phoenix
Buffalo	Pittsburgh
Charlotte	Portland
Cincinnati	Raleigh
Columbus	Sacramento
Dallas	San Antonio
Dayton	San Francisco
Denver	San Jose
Greensboro	Seattle
Honolulu	South Florida
Houston	St. Louis
Jacksonville	Tampa
Kansas City	Washington
Los Angeles	Wichita
Louisville	

Other TBJ Sites: Portfolio.com



AUDIENCE PROFILE

It's All in the Numbers:

Powered by the nation's largest publisher of metropolitan business newspapers, American City Business Journals, The Business Journals has transformed traditional media into one of the top business news and community sites online today.

Our impressive audience positions The Business Journals as a top-tier destination for local and national advertisers alike.

22 million
page view per month

10 million
visitors per month

7.5 million
unique visitors per month

Source: Omniture average monthly estimates

How does The Business Journals compare?

TBJ online stands out as a leader among Business News and Finance Websites, a category which includes WSJ.com, MSNBC, Forbes, CNNMoney and BusinessWeek, among other sites.

	TBJ Online		Business/Finance websites	
	% Comp	Online Index	% Comp	Online Index
Avg. Household Income \$100K+	35.4	176	23.9	119
Portfolio \$500,000+	10.3	196	6.7	127
Job Level: Middle Management or Above	20.9	164	15.2	119
Attended College	90.1	130	77.7	112
Business Purchase Decision Maker/Influencer	25.2	165	20	131
<100 in organization	33	187	22.8	129
Frequently Provide Advice on Websites/ Internet Content	23.8	145	18.9	115

Source: Nielsen @Plan - Winter 2010

AUDIENCE PROFILE

Audience demographics

TBJ online reaches a well-educated, professional audience who are active online participants.

- Male/Female - 58%/42%
- Median age - 47
- College graduates - 85%
- Median HH Income - \$220,000
- Management - 78%

Source: 2008 User Survey



An exclusive audience:

TBJ online reaches a loyal B2B audience.

- 98% do not regularly visit Entrepreneur.com
- 99% do not regularly visit Hoover's Online
- 86% do not regularly visit BusinessWeek Online
- 93% do not regularly visit Inc.com
- 74% do not regularly visit Forbes.com
- 57% do not regularly visit Wall Street Journal Online

Source: Nielsen NetView - February 2011

An engaged audience:

TBJ online distributes a wide variety of email newsletters every month.

- Over 100,000 online comments
- 11 million DAILY UPDATE email newsletters per month
- 480,000 INDUSTRY WATCH email newsletters per month
- 224,000 PORTFOLIO TODAY email newsletters per month
- 124,000 COMPANY WATCH email newsletters per month

Source: The Business Journals

WEBSITE PLACEMENTS

Standard IAB Units

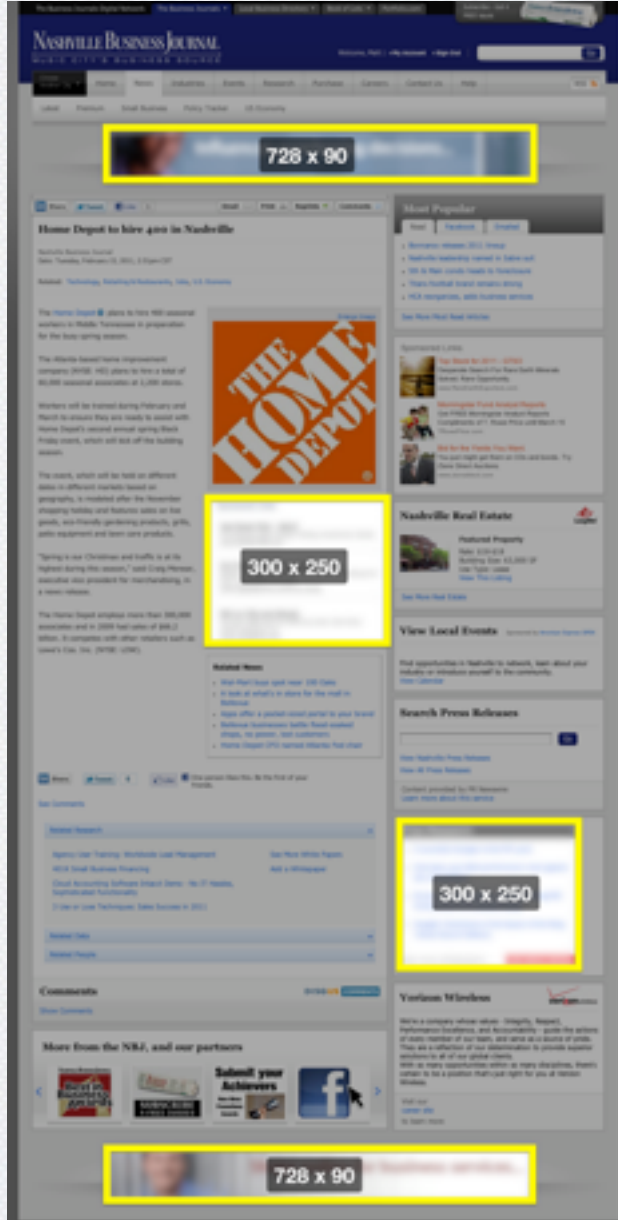
Market Home Page



SPECS:

- 300x250 - 40k max

Market Article Page

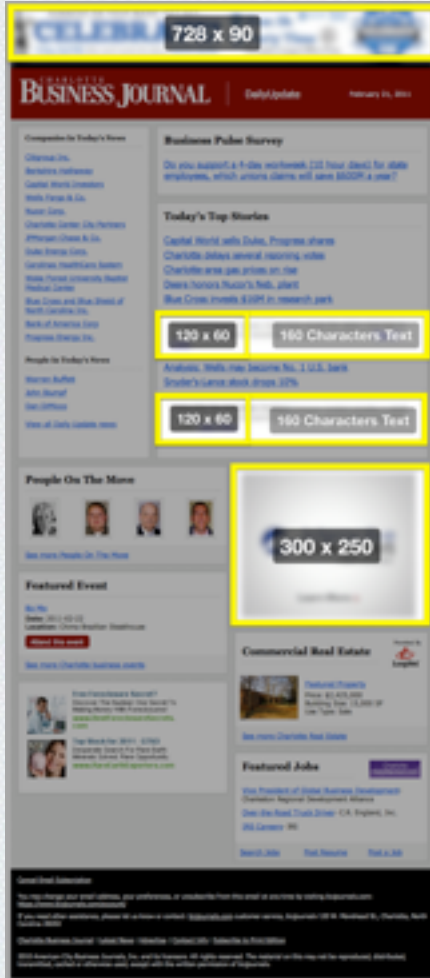


SPECS:

- 300x250 - 40k max
- 728x90 - 40k max

EMAIL NEWSLETTER PLACEMENTS

Market Daily Update



SPECS:

NO FLASH

- 728x90 - 40k max
- 120x60 - 40k max & 160 Characters of text
- 300x250 - 40k max

NOTE:

- Most modern email clients do not allow for GIF animation -If using animated GIFs we recommend the call to action be included in the first frame of animation to insure for an optimal experience.

Portfolio Today



SPECS:

NO FLASH

- 160x600 - 40k max

IndustryWatch



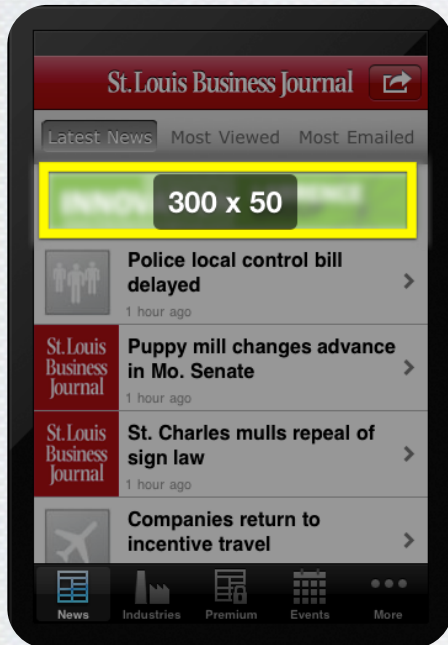
SPECS:

NO FLASH

- 300x250 - 40k max

MOBILE PLACEMENTS

iPhone App



Mobile Site



SPECS:

NO FLASH

- 320x35 - GIF/JPG 20k max
- 300x50 - GIF/JPG 20k max
- 88x31 client logo - GIF/JPG or EPS format

All ads should be static (no animation)

SPECS:

NO FLASH

- 320x35 - GIF/JPG 20k max
- 300x50 - GIF/JPG 20k max
- 88x31 client logo - GIF/JPG or EPS format

All ads should be static (no animation).

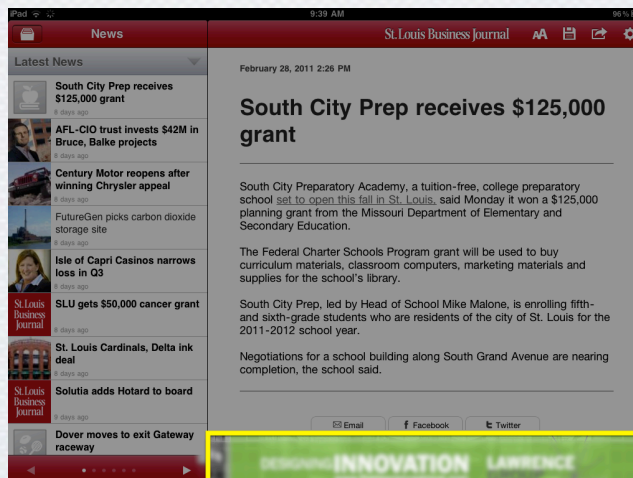
iPad App

SPECS:

NO FLASH

- 728x90 - 20k max

All ads should be static (no animation).



SPECS

Accepted Standard Creative Types

- GIF
- JPEG
- Flash** (up to 30 seconds)
- Dynamic HTML
- HTML Banners
- Image map
- Java Script

**FLASH NOT AVAILABLE IN EMAIL NEWSLETTERS

Accepted Rich Media Types

- DFA
- Atlas
- Eyeblaster / Mediamind
- Point Roll

Third Party Served Ads

In instances where third party ads rotate multiple creative through one line of code, The Business Journals must approve each creative two (2) business days prior to implementation to ensure it conforms to site standards.

When receiving third party ads, we must have the username/password to view report on third party metrics (along with our own) to ensure we are within an acceptable discrepancy range. If IO states to bill of third-party numbers, username and password is mandatory. The Business Journals reserves the right to pull third party served ads that are not rendering or rendering slowly.

Ad Formats/Creative Types

- No deceptive creative tactics. These include ads simulating computer system warning dialog boxes that lead the viewer to believe their computer, our server or the system in experiencing technical difficulties or that they need to click on the box (ad) to eliminate the message from their screen.
- If third party served, Flash creative must sniff for the plug-in, and if not present, serve a gif
- Ads must not modify any elements of a user's browser or computer settings
- Ads must not resemble The Business Journals editorial content (exact or close replica). Ads must not include references to The Business Journals unless part of previously arranged co-promotions

Rich Media Specs

The Business Journals supports rich media advertising (see above for approved rich media). All rich media must be tested and approved before posting, We reserve the right to refuse any rich media that does not meet our standards or function properly. We are not responsible for fixing any coding problems with faulty ads. We require a minimum of 5 business days to production test rich media.

As a general rule-of-thumb: any interaction with an ad must be user-initiated. For example, ads can only utilize audio on user click (not mouse-over), and should the user click to hear audio, an obvious "OFF" button must be available. Also, an ad may not cover any The Business Journals content unless the ad is user initiated.

Expandable rich media ads must contain a call to action that indicates "Roll your mouse over this ad to see more."

Ad Size	Fully Expandable WxH	Max Weight of Alt Image	Max Weight of Initial Download	Max # of Panels	Max Weight Per Panel	Total Max Weight of Download	Fly Out
728x90- top	728x280	40k	40k	3	40k	40k	bottom
300x250	500x250	40k	40k	3	40k	40k	left
728x90- bottom	728x280	40k	40k	3	40k	40k	top

SPECS

Flash Requirements

Flash creatives must be delivered as .swf files Flash Player files. All Flash ads must include a backup GIF, Flash ads must include click Tag tracking that contains the following action scripts:

```
on (release) {  
  getURL(_level0.clickTag,"_blank");  
}
```

For further instructions, please go to: <http://www.adobe.com/resources/richmedia/tracking/>

General Guidelines

- Border: If ads are on a white background, they must include a black, encasing one pixel rule.
- Duration: 30 seconds
- Rotation: Site-served ads must have no more than 5 creatives per ad size, per order.
- Alternate GIF: Animated GIFs must be provided for all Flash creatives.
- Alternate Text: Cannot exceed 50 characters
- Sound: The use of audio streams must be initiated by click only. If deemed too distracting, The Business Journals reserves the right to ask that the advertiser remove them. Use of audio in the initial download must include an option for turning off audio. This option must be clearly labeled in the creative.
- Third Party Serving: The Business Journals allows third party serving of creative within iFrametags. 4th party serving of creative is not allowed.
- Testing: Creative must be delivered three (3) business days prior to launch for testing and Q&A. All creative must function uniformly on both Mac and PC platforms, as well as multiple browser versions of Firefox and Internet Explorer. Any units not conforming to all outlined specifications will not be placed online and will result in delayed start dates.

Sponsored Logos

All logos served on The Business Journals must be provided to The Business Journals in EPS format for the The Business Journals staff to size to creative standards.

File Sizes and Character Counts

Display Ads

- 160x600 - 40k max
- 300x250 - 40k max
- 300x600 - 40k max
- 728x90 - 40k max
- 120x60 - 40k max - 160 Characters Text

Please email all creatives to: adops@bizjournals.com.com

SPECS

Pushdown Ad Units (OPA Units)

The Business Journals created Units Required Assets:

- Expanded version 970x418
- Non-Expanded version 970x66

For each version we require published SWF file (120k max file size), the corresponding FLA file, back up gif, and any fonts used in its creation

Client/Agency created Units Requirements:

- Tags for an auto expanded version
 - Automatically expands for 6 seconds to 970x418 then collapses to 970x66
 - In order to re-expand the unit must be clicked. (No mouse over)
- Tags for a non-auto expanded version
 - Unit must be clicked to expand to 970x418

PUB (Personal User Bar)

- 120x60 - GIF/JPG/SWF 20k max, 30 seconds max animation
- Roll-over expanded version 600x450 - 120k max, 30 sec. animation

For flash we require SWF files, FLA files, backup GIFs and all fonts used in their creation.

Mobile

- 320x35 - GIF/JPG 20k max
- 300x50 - GIF/JPG 20k max
- 88x31 client logo - GIF/JPG or EPS format

All ads should be static (no animation).

Please email all creatives to: adops@bizjournals.com.com

RATE CARD

Website Advertising:

Ad Size	Net CPM	Ad Size	Net CPM
728x90 top	\$28	300x250 - Email Newsletters	\$65
300x250 upper	\$42	Interstitial	\$60
300x250 lower	\$29	Content Module	\$25
728x90 bottom	\$23	Mobile	\$50
300x600 (halfpage)	\$50		

Terms & Conditions: The Business Journals adheres to the IAB industry standards for Terms & Conditions. [They can be viewed here.](#)

Accepted Standard IAB Ad Units:

468x60

728x90

300x600

300x250

120x60

CONTACT US

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