



Great Reach.

ColumbusBusinessFirst.com
More Value. Real Results.

Reach More

Business Decision Makers

Our online opportunities are efficient, powerful, cost effective ways to extend your reach to your best new business prospects. No other local business news source delivers a more influential online business audience than our web site and Daily Update.

Powerful Facts About Our Online Audience

Influential

- **47% are Decision-Makers**

Successful

- 22% are Senior Management
- 43% make over \$100K per year
- 90% attended college
- 25% have a portfolio valued at \$250K+

Informed

- 80% access our site from work
- 95% are online 5+ times a week
- 51% are 49 or younger

Entrepreneurial

- 25% are starting their own business in the last/next 12 months



When you partner with us, your media dollar goes further. We outrank wsj.com, newyorktimes.com and forbes.com with more:

- Senior Management
- C-Level Executives
- Decision-Makers and Influencers
- Online B2B Purchases

Source: Nielson @Plan Winter 2009

www.columbusbusinessfirst.com

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THE CENTRAL OHIO BUSINESS AUTHORITY

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ONLINE OPPORTUNITIES

Web Site Sponsorships

330,000 Run of Site Impressions

- Top 728x90: 82,500 Impressions
- Upper 300x250: 82,500 Impressions
- Lower 300x250: 82,500 Impressions
- Bottom 728x90: 82,500 Impressions
- Cost: \$6,000, Effective CPM: \$18.18

130,000 Run of Site Impressions

- Top 728x90: 32,500 Impressions
- Upper 300x250: 32,500 Impressions
- Lower 300x250: 32,500 Impressions
- Bottom 728x90: 32,500 Impressions
- Cost: \$3,000, Effective CPM: \$23.08

80,000 Run of Site Impressions

- Upper 300x250: 40,000 Impressions
- Lower 300x250: 40,000 Impressions
- Cost: \$2,000, Effective CPM: \$25.00

**Content Targeting and Site Section Sponsorships available*

Daily Email Update

Have your company at the forefront of the day's local business scene with a weekly sponsorship of the Daily Update.

Over 11,000 Daily Subscribers
Over 58,000 Weekly Distribution

	Island 300x250	Banner 468x60
Open	\$3,811	\$2,638
4x	\$3,518	\$2,345
13x	\$3,225	\$2,052
26x	\$2,932	\$1,759
52x	\$2,638	\$1,466

*All pricing is Net

When you partner with us, you are in good company:

Capital One

AT&T

Time Warner Cable

Cigna

Nixon Peabody

Allstate

Starbucks

Ritz-Carlton

Colliers

Comcast

Verizon

Marriott

CB Richard Ellis

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Business Pulse Sponsorship

By sponsoring the Business Pulse, your company is placed at the forefront of business executives' conversation.

Each week our editors choose a pertinent question about diverse topics within the community, which allows our users to vote, comment and interact.

Business Pulse Sponsorship Includes:

- **Exclusive ownership** of all ad placements within Business Pulse section
- **Website Impressions**
 - Top 728x90: 60,000 Impressions
 - Upper 300x250: 60,000 Impressions
 - Bottom 728x90: 60,000 Impressions
- **Logo placement** as "Business Pulse Sponsor" on all home pages, article pages and the Daily Email Update.
 - Cost: \$4,000 per month, \$6.80 effective CPM

*All pricing is Net

BUSINESS PULSE SURVEY

Where does your business need the most help?

Your Logo as Sponsor Goes Here

728 x 90

300 x 250

Your Logo as Sponsor Goes Here

TAMPA BAY Business Journal

Home Page

BUSINESS PULSE SURVEY

Where does your business need the most help?

Business Pulse Voting Page

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Content Targeted Sponsorship

Reach your target audience by advertising adjacent to our breaking business news in various vertical industry sectors. With our Content Targeted Sponsorships, you are able to customize your message to executives reading about topics relevant to your business.

Content Targeted Sponsorship Includes:

- 50% of your advertising campaign is placed adjacent to articles covering the health care or real estate industries (*other industries are available upon request*).
- **Website Impressions**
 - Top 728x90: 40,000 Impressions
 - Upper 300x250: 40,000 Impressions
 - Lower 300x250: 40,000 Impressions
 - Bottom 728x90: 40,000 Impressions
 - Cost: \$4,000 per month, \$25.00 effective CPM



When you partner with us, you are in good company:

- Capital One
- AT&T
- Time Warner Cable
- Cigna
- Nixon Peabody
- Allstate
- Starbucks
- Ritz-Carlton
- Colliers
- Comcast
- Verizon
- Marriott
- CB Richard Ellis

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