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and lead generation
to Senior Finance Executives

Penton Power



Business Finance

Strategic Insight For Finance Leaders

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Business Finance
2012 advertising media guide

Business Finance is the hands-on source for new business performance management tools, ideas, and business practices serving the needs of senior finance professionals.



Total Monthly Online Reach: **78,768***

Reach the Office of Finance:

- Chief Financial Officer **28%**
- VP/SVP or Finance Director **22%**
- Controller, Treasurer, Department Manager **26%**
- General or Corporate Mgmt **20%**

At a glance

37,222** Online Unique Visitors

80,081** Online Page Views

6 # of eNewsletters

Across the full spectrum of financial topics ...

Corporate finance ● Compliance ● Corporate governance ● Business performance mgmt ● Business intelligence ● Best practices ● Accounting ● Finance software ● Treasury ● Cash management ● Technology ● Tax and audit ● Risk management ● Career management ● Human resources ● Compensation ● And more..

SOURCE: * Total monthly online reach includes web traffic and eNewsletter recipients is publisher's own data including use of YesMail and Omniture data during the six-month period. ** 12-month trailing average Omniture data (Sept. 2010-Aug. 2011)

2012 Online Rates

All online rates are net. See descriptions on detailed advertising sheet enclosed.

| eNewsletters | 1 week | 3 weeks | 6 weeks | 12 weeks | Frequency | Circulation |
|--------------------------------|---------|---------|---------|----------|------------------|-------------|
| Business Finance Weekly Update | \$2,500 | \$2,250 | \$2,050 | \$1,950 | Weekly | 22,500 |
| Budgeting Link | 2,200 | 2,000 | 1,800 | 1,700 | Weekly | 20,000 |
| Corporate Tax Link | 1,700 | 1,550 | 1,400 | 1,275 | Every Other Week | 15,000 |
| Treasury Link | 1,950 | 1,750 | 1,600 | 1,450 | Every Other Week | 15,000 |
| Management Metrics | 600 | 550 | 500 | 450 | Weekly | 4,000 |
| Quick Manufacturing News | 3,000 | | | | Daily | 105,000 |

| Web Ads | CPM |
|--------------|-------------------------|
| Leaderboards | \$70 upper / \$30 lower |
| Rectangles | \$70 upper / \$30 lower |
| Button Ads | \$30 |

| Text Links |
|------------------------|
| Text Links \$750/month |

| Sponsored White Papers |
|----------------------------|
| White Papers \$1,000/month |

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