



2011 Media Planning Kit

ABC Website

Email Marketing



Demographics

Our Members

America's Best Companies members are actively seeking the resources to grow and are passionately engaged in building their businesses. ABC provides advertisers the positioning to market directly to the decision makers. Your advertising will build awareness and shape perceptions to an exclusive group of small business owners.



Demographics

| | |
|-----------------------|-----|
| Male | 68% |
| Age 26 - 49 | 69% |
| 5 years + in business | 64% |
| Earn over \$50k | 54% |
| Sole proprietor | 47% |
| 2+ employees | 66% |
| College education | 63% |

Business Category / Industry

| | |
|-------------------------|-----|
| Retail | 36% |
| Home and Garden | 24% |
| Financial Services | 10% |
| Advertising & Marketing | 10% |
| Health and Beauty | 9% |
| Information Technology | 9% |
| Automotive | 7% |

Magazine Distribution

| | |
|-------------|-------------|
| Circulation | 10,000 |
| Readership | 27,000 |
| Frequency | 6x per year |

Email Distribution

| | |
|-------------|--------|
| Emails sent | 36,000 |
| Readership | 6,000 |
| Frequency | Weekly |

Business Location

| | |
|-----------|-----|
| Northeast | 10% |
| Southeast | 40% |
| Central | 16% |
| Northwest | 26% |
| Southwest | 8% |



Website Advertising

Americasbestcompanies.com is the online destination for busy professionals actively seeking small business solutions. Advertising on ABC gives you direct access to the small business community as a whole. Finding success in today's competitive marketplace depends upon staying well-informed... and our readers know it.

Growth

Alexa Rank: January '08: 1,000,000+
January '11: 211,000

Unique Visitors:

January '08: 5000/month
January '11: 20,000/month

Small Business Center

Get the most up-to-date information available

In January '09, we launched our brand new Small Business Center portal. The SBC boasts one of the most dynamic collection of small business informational resources available online. Stay current and deliver your message to our inquisitive and enthusiastic readers in an atmosphere centered on building relationships.

Advertising opportunities include:

- | | |
|------------------------|----------|
| 1 Full Banner 468 x 60 | \$120.00 |
| 2 IMU 300 x 250 | \$220.00 |
| 3 Sponsored Article | \$275.00 |

*Sponsored Podcast advertising opportunity includes an 80 word advertisement prior to the podcast and a thank you to the sponsor at the end of the Podcast.





Website Advertising continued...

Homepage

The most visited page on our site. .

Advertising opportunities include:

- | | |
|-----------------|----------|
| 1 IMU 300 x 250 | \$640.00 |
|-----------------|----------|

Exclusive Discounts

Over the past two years ABC has put together the best Small Business Discount program on the web. We have partnered with over 100 national companies that offer our members, discounts on their products and services. We continue to add new partners on a consistent basis and our members refer here often when searching for the companies that they intend to do business with.

Advertising opportunities include:

- | | |
|-----------------------------|----------|
| 1 Small IMU 180 x 150 | \$120.00 |
| 2 Skyscraper 120 x 600 | \$140.00 |
| 3 Wide Skyscraper 160 x 600 | \$170.00 |

Rest of Site

Advertising opportunities are plentiful on the rest of our site including but not limited to, all our Blog Posts, Posted Articles and Small Business Tips.

Advertising opportunities include:

- | | |
|-----------------------------|----------|
| • IMU 300 x 250 | \$130.00 |
| • Skyscraper 120 x 600 | \$85.00 |
| • Wide Skyscraper 160 x 600 | \$100.00 |
| • Full Banner 468 x 60 | \$70.00 |



Email Marketing

eWeekly Newsletter

America's Best Companies' eWeekly newsletter is sent twice a week to over 25,000 members and subscribers, allowing you direct access to small business owners all across the country.

The newsletter contains the latest tips and trends for small business owners, making every new issue relevant and engaging for readers.

Distribution

Frequency: Twice Weekly

Readership: 25,000

Unique benefits of advertising in eWeekly:

- Link your ad to the landing page of your choice
- Promote time sensitive offers and events
- Increase traffic to your website
- Generate immediate response from customers
- Have direct access to the decision makers in small businesses all across the country

Advertising opportunities include:

- | | |
|------------------------|----------|
| 1 IMU 300 x 250 | \$380.00 |
| 2 Full Banner 468 x 60 | \$190.00 |



*Max File Size is 20k (gif, jpeg). The acceptable formats are gif, jpeg, or HTML. Flash and rich media files are not accepted.



Email Marketing continued...

ABC "E-Newsworthy" Newsletter

This monthly email details everything new happening at ABC in the previous month. Included in this issue are the latest partner additions, discount programs, podcasts with our President, website updates, and what to expect in the coming month. This exclusive opportunity will be offered at the same rates as the eWeekly newsletter.

Custom Email Ad

America's Best Companies can create a co-branded email featuring your advertisement to send to all of our members. Simply submit your ad to us in an HTML format, no wider than 600-700 pixels. This is a unique opportunity to directly target small business owners in all 50 states. These are sent out a maximum of twice per month, which means your ad won't get lost in the clutter. Our loyal members are eager to hear of new promotions!

The cost is **\$750** each time this email is sent. Acceptable format is HTML code with images hosted by sponsor. Flash and rich media files are not accepted.



*Example for illustration purposes only.

Contact Us

America's Best Companies is committed to delivering efficient, successful campaigns for all advertisers. If you have any questions or additional needs, please contact:

Al Lifschutz

Advertising Director

877-887-0707

al@gowithabc.com