

The Source for North Carolina Business News Every Day

ADVERTISE >

Timely, Accessible,
Relevant

on **BusinessNC.com**

> Run-of-Site Ad Rates

Daily run-of-site includes rotating positions on Agriculture, Banking, Construction, Electronics, Health Care, Insurance, Life Sciences, Sports, Archives, Manufacturing, Retail, Transportation, Travel/Tourism, Utilities, Government, Small Business and Education.

Display Ad Units (Standard IAB Ad Units)	Advertising Rates	
	3 months*	6 months*
Leaderboard (465 x 60)	\$995/mo	\$695/mo
Skyscraper (160 x 600)	\$995/mo	\$695/mo
Big Box (250 x 250)	\$995/mo	\$695/mo

*Rates based on consecutive months

Ad positions will rotate with other advertisers throughout the website, except for exclusive sponsorships. Exclusivity in certain positions can be arranged with your sales representative at an additional charge. Print advertisers receive a discount for their online advertising, contact your sales representative for details.

> Audience Information

Average unique visitors: **25,690 per month**
 Average total visitors: **46,327 per month**
 Average daily hits: **20,961**

Source: Accrisoft Freedom data 11-months Jan. - Nov. 2009



Issues, People and Ideas That Define North Carolina

BusinessNC.com is attracting a growing number of savvy visitors who want to stay informed about North Carolina issues, ideas and people. Only BusinessNC.com provides coverage of the news from every region in the state, unique Web content and a wealth of analysis, in-depth stories, research and information. All from a source that's been trusted for more than 25 years.

- Daily Digest: Business and government news from newspapers around the state.
- Regional Report: Current business and political news links for key geographic regions of the state.
- Links to information sources for Government, Education, Commerce, High Tech, Media.
- Popular annual editions of the Legal Elite, The Business Handbook, the Law Journal, Innovation NC.

➤ Ad Sizes and Specs

BusinessNC.com accepts standard IAB ad unit sizes. Clients provide all ad materials.

Display Ad Units	
(Standard IAB Ad Units)	Size in pixels (WxH)
Leaderboard	465 x 60
Skyscraper	160 x 600
Big Box	250 x 250

Supported Creative Formats: GIF, JPEG, PNG (no animated gifs).

All artwork submitted must include:

- Advertiser branding (i.e. company name, product name or logo)
- Technical contact name, e-mail address and phone number
- Traffic instructions
- Linking URL
- Rotation instructions
- Alternate (“alt”) text

AD MATERIALS DEADLINES

Please submit all materials and instructions to: mjohnson@BusinessNC.com
One week prior to campaign start date.

(Note: Ads shown are to scale but not actual size.)



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BusinessNC.com

One state. One site. ALL BUSINESS.