

Minnesota's Premier Online Business Resource

TCBmag.com is your opportunity to connect with decision-makers. In addition to local business daily developments, visitors find profiles of Minnesota people and companies, an extensive local business calendar, and a wealth of information from our searchable database of TCB's top-ranked Minnesota business lists and directories.

Major Content Areas Include:

People & Companies

Highlights the business leaders and the companies that are making a name for themselves in Minnesota

Industries & Trends

Explores business trends and issues affecting specific industries

Ideas & Opinions

Columnists and bloggers voice views, perspectives, and observations

Business Lists

Allows visitors to search numerous lists and directories found in our annuals, as well as other lists we publish in our issues

Superstars

Shares the achievements of award winners from rising stars to hall of famers

Living Well

Provides gentle guidance on new restaurants, great places to golf, the hottest new cars, staying fit, remodeling or building a new home, personal finance, and other great finds

Rates

	1 mo.	3 mos.	6 mos.	12 mos.
Banner Ad	\$550/mo.	\$520/mo.	\$500/mo.	\$470/mo.

All ads are run-of-site and include the following four ad sizes: Leaderboard, Skyscraper, Extra-wide Skyscraper, and Rectangle. Advertisers must provide all ad sizes to be guaranteed 10,000 impressions per month. Ad rates are net and do not include production. Banner ad delivery will be based on TCB's reported numbers (via OpenX) for billing purposes. Rates are subject to change.



TCB BRIEFCASE

Bi-weekly Business e-newsletter

Readers enjoy *TCB Briefcase* because it allows them to stay updated on the latest Minnesota business news and is the perfect source for industry trends, expert opinions, or simply the latest slant on a hot topic.

TCB Briefcase is sent each Tuesday and Thursday to 11,000 opt-in subscribers.

Major Content Areas Include:

The Latest

Weekly updates in local business

Transitions & Accolades

(Tuesday edition)

Company personnel changes and honors

Current Issue

(Tuesday edition)

A story from our latest print edition

Top 25 Lists

(Thursday edition)

A different top 25 list each Thursday from *TCB's BIG Book*

Working for the Weekend

(Thursday edition)

The latest local buzz from the dining scene to the Guthrie marquee

The Slant

Bloggers share their opinions and insights into business trends and the hot issues

Look What We've Found for You

Links to must-reads from the borderless business world on the Web

Rates

	1 wk.	4 wks.	12 wks.	26 wks.
Banner Ad	\$600/wk.	\$540/wk.	\$510/wk.	\$480/wk.

Two editions distributed per week. Three ad positions available per edition. Ad rates are net and do not include production. Rates are subject to change.



ADD A LOGO TO YOUR LISTING

@ TCBmag.com

Business Lists is TCBmag.com's searchable database of all the research found in our annual *Business Information Guide (BIG Book)*, as well as other lists and directories that we publish in our issues throughout the year. Visitors can search lists by company, list name, or a person's name to find anything in local business from the right IT consultant to the CEOs of the top 100 public companies.

Rates

Add your company logo & Web site link for just **\$365 per year!**

To check out your company's listings, go to tcbmag.com/businesslists and type in your company name in the business lists search.

Rank	Company	Value of SBA loans	Top loan amounts	Size of production of SBA loans
1	First Choice Bank (SBA Development Lender) 1000 Corporate Center Drive Madison Heights, MI 48071 (800) 441-4411 firstchoicebank.com	\$1,245,000	\$1.5M - \$5M	\$100,000
2	Business Resource Financial Corporation 100 South Main Street, Suite 200 Muskegon, MI 49765 (616) 799-1111 brfc.com	\$1,000,000	\$500,000 - \$1M	\$500,000
3	First Choice Bank (SBA Lender) 1000 Corporate Center Drive, Suite 200 Madison Heights, MI 48071 (800) 441-4411 firstchoicebank.com	\$500,000	\$1M - \$5M	\$100,000
4	F.C. Bank 1000 Corporate Center Drive, Suite 200 Madison Heights, MI 48071 (800) 441-4411 firstchoicebank.com	\$500,000	\$500,000 - \$1M	\$100,000
5	Business Resource Financial Corp 100 South Main Street, Suite 200 Muskegon, MI 49765 (616) 799-1111 brfc.com	\$500,000	\$500,000 - \$1M	\$100,000
6	Business Resource Financial Corp 100 South Main Street, Suite 200 Muskegon, MI 49765 (616) 799-1111 brfc.com	\$500,000	\$500,000 - \$1M	\$100,000

ONLINE AD MATERIAL SPECIFICATIONS

Web Site (TCBmag.com)

Ad Units	Size (pixels)	File Size
Leaderboard	728 x 90	39k
Skyscraper	160 x 600	50k
Extra-Wide Skyscraper	337 x 851	50k
Rectangle	336 x 280	39k

- Accepted media includes: GIF, JPEG, SWF
- Submitted with all native files, including fonts
- A one pixel border is required around ads with no background color
- Third Party ads and verification accepted
- Flash files must be exported as V.9 or lower
- All animated advertising: 15 seconds, 3X loop maximum
- JPEG/GIF files must accompany SWF/Flash Files for each unit size for non-flash users
- Flash files must have this exact click tag embedded in the button for tracking click-throughs:
on (release) {
 getURL (clickTAG, "_blank");
}
- The variable name must be spelled out "clickTag"(case sensitive depending on flash version, no spaces). The click tag "button" layer should remain the top layer on all Flash files
- Premiums apply for Rich Media. Please contact your sales representative
- Please supply the URL/Web site address that you would like your ad to be linked to.

E-Newsletter (TCB Briefcase)

Ad Units	Size (pixels)	File Size
Leaderboard	728 x 90	39k
Skyscraper	160 x 600	50k
Rectangle	336 x 280	39k

- No animation allowed
- Accepted media includes: GIF or JPEG
- Please supply the URL/Web site address that you would like your ad to be linked to.

Enhanced Listing

- Please provide your logo as vector art, i.e., logos designed in Illustrator and saved as either an .eps or .ai file.
- Please supply us with the URL/Web site address that you would like your company logo and listing to be linked to.

Deadlines

- Materials are due 10 working days prior to schedule start date
- Cancellation must be submitted in writing 14 working days prior to the scheduled start date

Send online ad materials to:

Josh Allen | 612.336.9251 | jallen@tcbmag.com