

Online & E-Newsletter Demographics

tcbmag.com

In addition to local business news stories, visitors find profiles of Minnesota people and companies, and a wealth of information from our searchable database of *Twin Cities Business*' top-ranked Minnesota business lists and directories.

- Average monthly visits: 95,000
- Average monthly page views: 156,000
- Average monthly impressions: 450,000

Visitor Demographics

- 97% of visitors found tcbmag.com highly informational
- 72% have discussed something they read on the site with another person
- 62% have forwarded a link from the site to a colleague or friend
- 32% of tcbmag.com visitors do not subscribe to *Twin Cities Business* magazine
- Gender: 63% Male, 37% Female
- Average Age: 49
- Education: 78% have attended college
- 65% have household incomes of \$100,000 or more

Briefcase E-Newsletters

Briefcase e-newsletter is sent each Tuesday and Thursday to 13,000 subscribers. Readers enjoy Briefcase because it allows them to stay up-to-date on the latest Minnesota business news or simply get the latest slant on a hot topic from a stable of popular bloggers.

Subscriber Demographics

- 72% have forwarded a link or article from Briefcase to a colleague
- 73% have discussed with others something they saw in Briefcase
- 78% spend 5 or more minutes reading an issue of Briefcase
- 55% male; 45% female
- 52% are between the ages of 35–54
- 75% of e-newsletter subscribers also subscribe to *Twin Cities Business* magazine

Sources: *Twin Cities Business* Briefcase Survey, April 2010, Survey Monkey, and Google Analytics Jan-July 2011



Tcbmag.com is your opportunity to connect with decision-makers. In addition to local business news stories, visitors find profiles of Minnesota people and companies, an extensive local business calendar, and a wealth of information from our searchable database of *Twin Cities Business*' top-ranked Minnesota business lists and directories.

Banner Ads

A banner ad schedule on tcbmag.com showcases all four ad sizes and includes a minimum of 10,000 impressions.

Sizes

Leaderboard	728 x 90 pixels
Rectangle	336 x 280 pixels
Skyscraper	160 x 600 pixels
Extra-Wide Skyscraper	337 x 851 pixels

Rates

Impressions	1-3 mos.	4-7 mos.	8-12 mos.
10,000 per month	\$ 550	\$ 500	\$ 450
15,000 per month	\$ 825	\$ 750	\$ 675
20,000 per month	\$1,100	\$1,000	\$ 900
25,000 per month	\$1,375	\$1,250	\$1,125
30,000 per month	\$1,650	\$1,500	\$1,350

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 *Twin Cities Business*' reported numbers (via OpenX) for billing purposes.

Want to Make an Impact?

Consider a roadblock campaign, sponsor one of our content areas or blogs, or allow us to help you produce and promote a webinar.

Blogs

Tcbmag.com has a variety of bloggers who regularly engage their readers with their opinions and insights. Ask your sales representative which blog meets your target market and how to sponsor it.

Roadblocks

A website or content area roadblock lets your company own all banner advertising positions on a specific page, content area, or the complete website. A roadblock puts your marketing message in front of all of website visitors, without having to compete for attention with other advertisers.

Webinars

Let the unmatched credibility of our editorial brand and the rich resources of expert technologists help you produce and develop a high-quality, lead-generating sales tool. *Twin Cities Business* will help you produce a customized webinar and recruit participation by promoting it in everything we publish.

Daily Developments

Sponsor the Daily Developments area on the homepage, our most popular and visited area, and receive:

- Logo & website link adjacent to Daily Developments content area.
- Banner ad on each Daily Development article landing page during your schedule. Your ad will rotate between a leaderboard and extra-wide skyscraper size.



Briefcase E-Newsletter

Each Tuesday and Thursday, Briefcase is delivered to 13,000 subscribers. Readers tell us that Briefcase is a great resource for Minnesota business news and information.

Banner Ads

Sizes

Leaderboard	728 x 90 pixels
Skyscraper	160 x 600 pixels
Rectangle	336 x 280 pixels

Rates

Editions	Rate per edition
1-3 per year	\$ 600
4-11 per year	\$ 540
12-25 per year	\$ 510
26-39 per year	\$ 480
40-52 per year	\$ 430

Ad rates are net and do not include production. Rates are per insertion based on number of insertions in a 12-month period and are subject to change.

Set Yourself Apart from Your Competitors.

Consider a roadblock campaign or a Top 25 list sponsorship.

Roadblocks

An e-newsletter roadblock lets your company own all banner advertising positions in a specific edition. Your marketing message won't be competing for attention with other advertisers.

Top List Sponsorship

Each Thursday, Briefcase features a different "Top 25 List" from our annual Business Information Guide. Sponsor a "top list" of your choice and receive:

- Logo & website link in e-newsletter
- Enhanced company listing for 1 year
- Banner ad in the Top 25 list for 1 year
- Banner ad on tcbmag.com for 1 month

Editions	Rate per list sponsored
1-5 per year	\$1,000
6-11 per year	\$900
12-25 per year	\$800
26-52 per year	\$700



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October 4, 2011

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THE LATEST | what's new this week

- > Datalink Buys Local IT Firm Midwave in \$17.6M Deal
- > Target CMO Michael Francis Leaves for J.C. Penney
- > Best Buy to Sell Online Music Provider Napster
- > Regis Corp. Names New CEO, Plans to Cut Costs
- > Local Ad Exec. Designs Time Magazine Cover
- > Caribou Among Hundreds Facing WiFi Patent Suits
- > 2 MN Execs. Among "50 Most Powerful Women"
- > Leuthold Weeden Founder to Step Down as CIO
- > MN Gets \$15.5M in Fed. Funds for Small-Biz Lending
- > Ameriprise Workers Sue Over 401(k) Funds

> **LAST CHANCE:** [Click here](#) to take TCB's Quarterly Economic Indicator Survey by end of today (if you haven't already).

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Accolades: Honors & Awards

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Associated Bank
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NOMINATE A COMPANY FOR THE 2012 MINNESOTA BUSINESS ETHICS AWARD™
Are you impressed with the ethical practices of a business?
HONOR ETHICAL EXCELLENCE
Please visit www.abethicsaward.org for more details on the nomination process.

Last Edition's Most-Read Stories

- > **Planned Brewpub Offers Investors Free Beer for Life**

Online Advertising Specifications

Add a Logo To Your Online Listing.

Business Lists is a content area on tcbmag.com that features a searchable database of all the research found in our annual *BIG Book: Business Information Guide*, as well as other lists and directories that we publish in 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 & website link for just \$365 per year.

Online Ad Material Specifications

Website

Ad Units	Size (pixels)	File Size
Leaderboard	728 x 90	70k
Skyscraper	160 x 600	70k
Extra-Wide Skyscraper	337 x 851	70k
Rectangle	336 x 280	70k

- 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 supply the URL/website address that you would like your ad to be linked to.

E-Newsletters

Ad Units	Size (pixels)	File Size
Leaderboard	728 x 90	70k
Skyscraper	160 x 600	70k
Rectangle	336 x 280	70k

- Accepted media includes: GIF or JPEG
- Please supply the URL/website 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/website address that you would like your company logo and listing to be linked to.

Deadlines

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

Send online ad materials to:

ads@tcbmag.com

Commercial Banks - Top 25						
Ranked by assets List information taken from the 2010-2011 Business Information Guide						
Source: FDIC filings, bank representatives, and Web sites. If you were not contacted for this list but would like to be in the future, please contact research@tcbmag.com.						
	Bank Address Phone + Web site	Founded/ MN offices ¹ Employees ²	2010 assets (\$00)	2009 assets (\$00) ³ Percent change '09 to '10	Deposits (2009) (\$00)	Percent return on assets/ Percent return on equity
1	Bremor Bank, National Association 633 S Concord St. South St. Paul, MN 55075 651-451-6822 • bremor.com	1932 29 278	\$1,581,043	\$2,620,027 (1.45)	\$2,045,277 \$287,871	0.71 0.51
2	KleinBank 621 Rose Dr. Big Lake, MN 55309 763-263-2100 • kleinbank.com	1945 24 430	\$1,571,579	\$1,267,608 0.25	\$1,298,369 \$125,676	0.55 2.68
3	Think Mutual Bank 3200 Members Pkwy, NW Rochester, MN 55901 507-288-3425 • thinkbank.com	2007 9 266	\$1,489,378	\$1,258,183 1.73	\$1,087,537 \$195,520	0.49 2.90
4	Anchor Bank, NA 1570 Concordia Ave. St. Paul, MN 55104 651-747-8900 • anchorlink.com	1923 24 310	\$1,441,873	\$677,841 83.24	\$1,045,325 \$199,679	0.25 3.93
5	Stearns Bank National Association 4191 2nd St. S St. Cloud, MN 56303 320-253-6607 • stearns-bank.com	1818 4 278	\$1,370,403	\$609,079 25.85	\$873,579 \$217,424	1.83 11.58
6	Merchants Bank, National Association 100-108 E. 3rd St. Winona, MN 55987 507-457-1500 • merchantsbank.com	1875 17 266	\$1,117,626	\$1,111,617 0.54	\$580,850 \$128,393	0.53 4.62
7	Home Federal Savings Bank 1026 Civic Center Dr. Rochester, MN 55901 507-287-1707 • justcallhome.com	1534 13 814	\$974,284	\$1,052,691 (7.44)	\$748,696 \$87,388	(1.80) (19.61)
8	Frandsen Bank & Trust 116 Central St. W Lonsdale, MN 55046 507-744-2301 • frandsenbank.com	1901 27 264	\$949,066	\$396,124 107.37	\$785,477 \$130,472	0.47 3.49
9	Central Bank 2270 Frontage Road Siblewater, MN 55082 651-439-3050 • centralbnk.com	1988 14 228	\$896,485	\$431,347 89.49	\$656,127 \$65,158	1.83 43.96
10	American Bank of the North 117 Central Ave. Nauvau, MN 55769 218-882-2278 • amnbnk.com	1920 19 171	\$883,779	\$864,788 9.44	\$606,485 \$58,278	1.13 13.26

Online Specifications