

TwinCities
BUSINESS
 tcbmag.com
2009
media kit

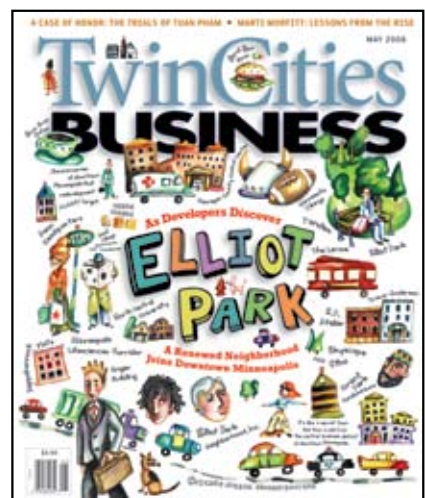
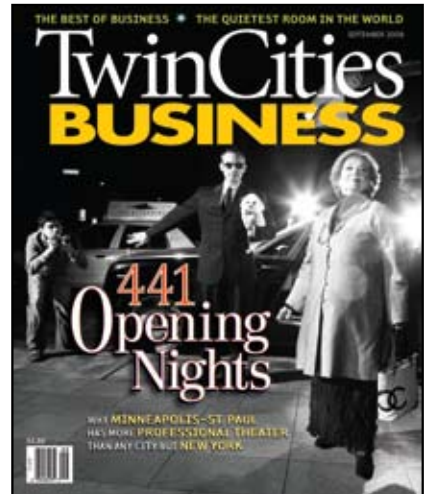
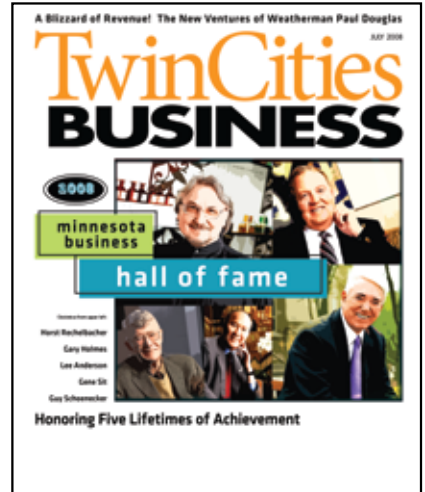
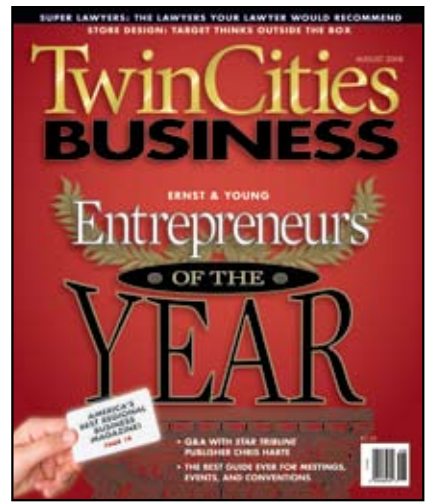


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TwinCities
BUSINESS
tcbmag.com

BEST *magazine*

TCB was voted Best Regional Business Magazine in America for both 2007 and 2008 by the Alliance of American Business Publications.

BEST *audience*

TCB has 32,000 subscribing business decision-makers and 84,000 readers per issue—that's more than any other local business publication in town, including *Minnesota Business*, *The Business Journal*, and *Upsize*.

BEST *market reach*

TCB delivers unparalleled market penetration into Minnesota businesses by reaching 91% of all companies in Minnesota with 50 employees or more.



CIRCULATION INFORMATION

Reach more business decision-makers with *TCB's*
84,000 readers per issue.

circulation: 32,542 audited monthly circulation

readership: 84,609 readers per issue

MARKET PENETRATION

Twin Cities Business advertisers reach...

- 100% of all Minnesota-based Fortune 500 companies
- 94% of Minnesota public companies with 50 or more employees
- 92% of Minnesota private companies with 50 or more employees
- 91% of all businesses in Minnesota with 50 or more employees
- 84% of all businesses in Greater Minnesota with 50 or more employees

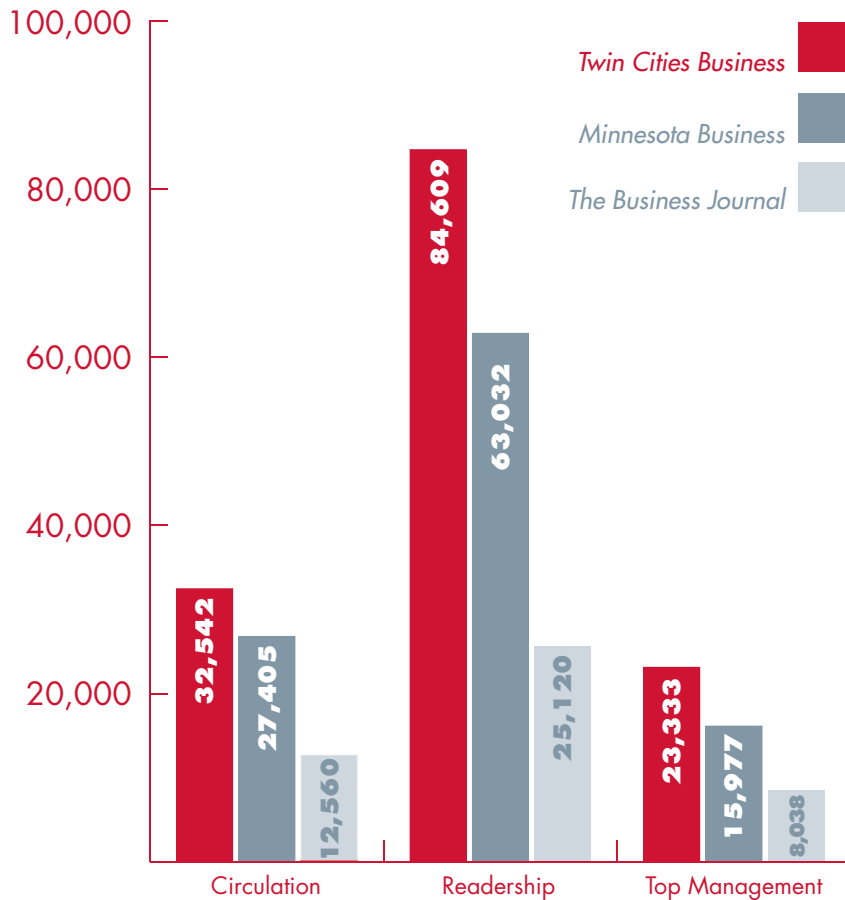


Get unparalleled penetration into Minnesota
business with more than 32,000 subscribers.

| company size | <i>Twin Cities Business</i> subscribers | # of businesses in metro area |
|-----------------|---|-------------------------------|
| 1,000+ | 2,853 | 106 |
| 500-999 | 1,511 | 162 |
| 100-499 | 6,429 | 2,479 |
| 10-99 | 16,005 | 24,256 |
| 1-9 | 3,220 | 66,649 |
| Newsstand/Other | 2,644 | NA |

COMPETITIVE COMPARISON

Circulation audits and readership studies prove *Twin Cities Business* reaches more of the Minnesota business market.



Information based upon each publication's circulation audit statement and readership study. Sources: Twin Cities Business—BPA Publisher's Statement ending June 2008, MRI Reader Profile Dec. 2007; The Business Journal—ABC Audit June 2008, Readex Subscriber Study 2005; Minnesota Business—BPA June 2008, Readex Reader Survey 2007.

READER INVOLVEMENT

Surround your advertising message with editorial that keeps readers informed and engaged.

| | |
|---|------------|
| Total Readership | 84,609 |
| Read 3-4 out of the last 4 issues | 82% |
| Average time spent with one issue | 38 minutes |
| Referred to information from an issue | 68% |
| Saves items of interest | 52% |

LIFESTYLE DEMOGRAPHICS

Twin Cities Business readers have an average net worth of over \$2 million.

gender

| | |
|--------|-----|
| Male | 73% |
| Female | 27% |

age

Average age of *TCB* reader is 52

education

| | |
|-----------------------|-----|
| Attended College | 89% |
| College Graduate | 76% |
| Post-Graduate Studies | 39% |

household income

\$227,000 average

net worth

\$2,277,000 average

investments

(Average current market value)

| | |
|--|-------------|
| Primary Residence | \$519,000 |
| Investment Real Estate (not including primary residence) | \$1,175,000 |
| Investment Portfolio | \$940,000 |

dining out

Average number of times per week: 4

air travel

| | |
|----------------------------|-----|
| Trips annually | 6 |
| More than 3 trips annually | 61% |

recreation

| | |
|-----------------------|-----|
| Golf | 46% |
| Stayed at a MN resort | 23% |
| Exercise regularly | 71% |

CORPORATE DEMOGRAPHICS

73% of *Twin Cities Business* readers are top management.

occupation

| | |
|--|-----|
| Top Management (Owners, Operators, Presidents, C-titles, and Vice Presidents) | 73% |
| Middle Management (Department Directors, Managers, and Supervisors) | 27% |

number of employees

| | |
|-----------------|-----|
| 1 – 9 | 10% |
| 10 – 19 | 14% |
| 20 – 49 | 15% |
| 50 – 99 | 15% |
| 100 – 499 | 22% |
| 500 – 999 | 5% |
| 1,000+ | 9% |
| Newsstand/Other | 9% |

meetings & events

In the last 12 months our subscribers:

- Held an average of 6 off-site meetings
- Used local restaurant, catering, meeting facility, ballroom or resort 85%
- Used event/meeting planning 30%
- Held an off-site company meeting 60%
- Used a local restaurant 66%
- Used a local meeting facility 33%
- Used a local hotel ballroom or meeting room 26%
- Used a local catering services 53%
- Used local hotel guest rooms 30%

PURCHASING INVOLVEMENT

92% of *Twin Cities Business* readers make company buying decisions.

professional services **88%**

| | |
|------------------------------------|-----|
| Accounting | 43% |
| Advertising/Marketing | 46% |
| Banking | 52% |
| Financial Services..... | 57% |
| Insurance Consulting Services..... | 32% |
| Legal Services | 38% |

staffing

| | |
|---|-----|
| Recruiting Services | 25% |
| Plans to Expand Staff..... | 52% |
| Would consider using temporary service firm | 36% |

education & training **43%**

| | |
|---|-----|
| Company reimburses employees for training/continuing education..... | 56% |
| Company hires customized training programs | 26% |

technology **66%**

| | |
|--|-----|
| Cellular Phones | 37% |
| Computer Software/Hardware..... | 51% |
| Copiers..... | 33% |
| Internet Service Provider (ISP) | 26% |
| Long-distance and Local Telephone Services | 26% |
| Web Development Services | 32% |

commercial real estate **52%**

| | |
|---------------------------------|-----|
| Equipment Leasing | 23% |
| Office Furniture/Fixtures | 29% |

insurance **59%**

| | |
|--|-----|
| Health Care Insurance..... | 51% |
| Insurance Consulting Services..... | 32% |
| Other Employee Benefits | 33% |
| Property/Casualty/Liability Insurance | 37% |

health care **51%**

| | |
|--|-----|
| Health Care Insurance..... | 51% |
| Provide health care benefits for employees..... | 80% |
| Company would consider changing health care benefits | 44% |

other

| | |
|-------------------------------|-----|
| Gifts/Awards/Incentives | 32% |
|-------------------------------|-----|



Twin Cities Business reaches 91% of all companies in Minnesota with 50 employees or more.

EDITORIAL OVERVIEW

Each area of *Twin Cities Business* gives readers the insights they need to make their companies thrive.

starters

These bite-sized stories are about new ideas in business: trend indicators and expert trend observations, noteworthy transactions, surprising start-ups, and creative thinkers.

spotlight

This department brings up-and-coming local people and companies into the spotlight, introducing readers to new entrepreneurs with a competitive edge in their markets, and to new projects led by veterans of the local business community. It's a look at innovative technologies, products, and services.

features

Feature stories bring readers inside local companies for an intimate look at the technologies, market forces, and leaders shaping the future of local business.

special focuses

Each month, we provide in-depth coverage of several key industries, delving into essential business services and industry trends. To find these stories, our editorial staff conducts regular focus groups with local industry leaders and draws on their insider perspectives.

living well

Our arts, entertainment, dining, technology, health, travel, and outdoors writers pick out the products, events, and activities worth knowing and the occasional bit of decadent indulgence.

going global

As companies follow customers and emerging markets across borders, we equip them for the journey with practical advice from professional-services experts and how-to stories from Minnesota companies that have successfully adapted and grown outside the U.S.



columnists

Editor's Note—by Jay Novak

Insights, observations, commentary, and perspective from the Editor and Publisher of *Twin Cities Business*—often presented with a touch of humor.

Open Letter—by Vance Opperman

Politically active and distinguished as a business leader, Vance Opperman directly addresses business and community leaders about the points where politics and business intersect—hot legislative issues and their impact on local commerce and industry.

Personal Finance—by Jeff Dekko

From tax avoidance to estate-planning to protecting oneself against identity theft, Jeff Dekko tackles matters of personal finance that go beyond buying, selling, saving and spending.

Observations—by Burt Cohen

The founding publisher of *Twin Cities Business* and *Mpls.St.Paul Magazine*, Burt Cohen has a provocative and entertaining take on current events in business and in the community.

What I Learned—by Vicki Stavig

Vicki Stavig helps business leaders unveil lessons they've learned—sometimes the hard way—in life and commerce. Sometimes poignant, often witty, occasionally profound.

Capital Beat—by Dave Beal

Former *St. Paul Pioneer Press-Dispatch* columnist brings in-depth knowledge to his interviews with local businesses, venture capital firms, and investment banks; and provides his analysis of local financings.

Portfolio Positions—by Tony Carideo

Tony Carideo talks with local investment fund managers about their strategies and stock picks, asking questions seasoned by his career as an investment analyst and investor relations professional.

The Corner Office—by Mark Sheffert

Mark Sheffert, CEO of Manchester Companies, a management-advisory and investment-banking firm, has insightful and provocative opinions on leadership, corporate growth strategies, and how organizations weather change.

FLAGSHIP ISSUES

These annual features are *Twin Cities Business's* most popular issues.

january

What Business Thinks™

Our annual survey of Minnesota business leaders asks their opinions about current issues affecting Twin Cities' businesses. They tell us, and we tell our readers.

People to Watch in 2009

Each year, we share with our readers some of the top people and companies that we expect to make local business headlines in the coming year.

may

Guide for Small Business

This issue offers small business case studies, trends, the latest technologies, solutions to management challenges and paths to profitability.

july

Minnesota Business Hall of Fame™

Twin Cities Business recognizes five business icons, tells their stories, and places them in the hallowed hall. Inductees are also celebrated at an awards event in July.

august

Entrepreneur Of The Year®

Together with Ernst & Young, *Twin Cities Business* presents the Entrepreneur Of The Year® awards for the upper Midwest. The August issue features the winners and their amazing stories.

september

Best of Business

Each fall, we look back at our local business community and spotlight the top achievements, the fascinating and the fantastic. Our most lively and well-read issue of the year.

october

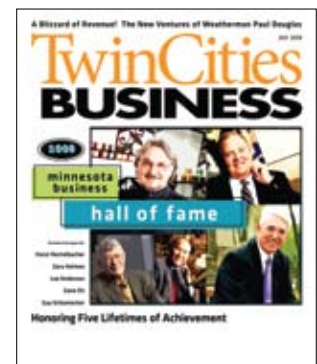
Outstanding Directors™

Twin Cities Business's Outstanding Directors Awards acknowledges the role board members play in shaping and guiding the successful development of the companies they serve. The honorees, their contributions and the companies they served are profiled in our October issue and celebrated at an awards dinner in October.

december

Small Business Success Stories™

Twin Cities Business recognizes the accomplishments made and milestones reached by small Minnesota businesses. Each year, seven to ten companies are profiled in the pages of our December issue and honored at an awards dinner the following January.



2009 EDITORIAL CALENDAR & DEADLINES

⊙ bonus circulation

| | january | february | march |
|---------------------------|---|--|---|
| deadlines | Space reservations: 11/20 Digital ads: 11/25 | Space reservations: 12/22 Digital ads: 12/29 | Space reservations: 1/20 Digital ads: 1/23 |
| flagship issues | <ul style="list-style-type: none"> ■ People to Watch in '09 ■ What Business Thinks™ | | |
| special focuses | <ul style="list-style-type: none"> ■ Banking & Corporate Finance ■ Education & Training Guide ■ Five Star Wealth Managers™ | <ul style="list-style-type: none"> ■ Commercial Real Estate ■ Executive Homes ■ Law Firms | <ul style="list-style-type: none"> ■ Business Insurance ■ HR Resource Guide ⊙ ■ Meetings, Events & Conventions ⊙ ■ NAIOP Awards of Excellence ⊙ |
| technology focuses | <ul style="list-style-type: none"> ■ MN High Tech Association Tekne Awards ⊙ | <ul style="list-style-type: none"> ■ Telecommunications & Wireless ⊙ | <ul style="list-style-type: none"> ■ Information Technology ⊙ |
| supplements | <ul style="list-style-type: none"> ■ Hispanic Chamber of Commerce 25 On The Rise ⊙ | | |
| | july | august | september |
| deadlines | Space reservations: 5/22 Digital ads: 5/28 | Space reservations: 6/23 Digital ads: 6/26 | Space reservations: 7/21 Digital ads: 7/24 |
| flagship issues | <ul style="list-style-type: none"> ■ Minnesota Business Hall of Fame™ ⊙ | <ul style="list-style-type: none"> ■ Entrepreneur Of The Year™ ⊙ | <ul style="list-style-type: none"> ■ Best of Business |
| special focuses | <ul style="list-style-type: none"> ■ Construction & Design ■ Mergers & Acquisitions ■ Work Force Issues | <ul style="list-style-type: none"> ■ Executive Homes ■ Meetings, Events & Conventions ⊙ ■ Retirement, Trust & Estate Planning ■ Super Lawyers™ | <ul style="list-style-type: none"> ■ Business Insurance ■ Commercial Real Estate ■ Employee Benefits |
| technology focuses | <ul style="list-style-type: none"> ■ Technology Resource Guide ⊙ | <ul style="list-style-type: none"> ■ Technology Training ⊙ | <ul style="list-style-type: none"> ■ Information Technology ⊙ |
| supplements | | | <ul style="list-style-type: none"> ■ MN Biosciences ⊙ |



april

Space reservations: 2/23
Digital ads: 2/26

- Golf
- Innovations in Health Care
- Intellectual Property
- Marketing & PR

- E-Commerce
- Giving

october

Space reservations: 8/24
Digital ads: 8/27

- Outstanding Directors™
- Accounting/Top CPA Firms
- Business Law
- Executive Education
- Health Care

- Telecommunications & Wireless

may

Space reservations: 3/23
Digital ads: 3/26

- Guide for Small Business

- Employee Law
- Executive Education
- Executive Homes

- TechNO Expo
- MN Biosciences Directory

november

Space reservations: 9/22
Digital ads: 9/25

- Restaurants: Corporate & Private Dining
- Executive Homes
- Law: Corporate Counsel
- Super Real Estate Agents™

- Technology Buyers Guide

june

Space reservations: 4/21
Digital ads: 4/24

- Employee Benefits
- Meetings, Events & Conventions
- Private Banking Services

- Web Development
- Health Care Heroes

december

Space reservations: 10/20
Digital ads: 10/23

- Small Business Success Stories™
- Commercial Real Estate
- Marketing & PR
- Rising Stars in Law
- Sources of Financing

- Web Development
- Minnesota Cup

tcbmag.com & TCB Briefcase



TwinCities BUSINESS
tcbmag.com
Choose from a variety of impactful and affordable online advertising products from Twin Cities Business.

BIG Book Annual December 2009

Reservations: 11/6
Digital ads: 11/9

Business Information Guide

Annual Book of Rankings, Resources & Rosters

PRINT ADVERTISING RATES

Rate Card 16 (Effective February 2009 Issue)

4-color display

| ad sizes | 13x | 12x | 6x | 4x | 1x |
|--------------------|---------|---------|---------|---------|---------|
| Full | \$5,610 | \$5,900 | \$6,230 | \$6,750 | \$6,990 |
| 3/4 (Jr. Full) | NA | \$4,830 | \$5,140 | \$5,610 | \$5,950 |
| 1/2 | \$3,480 | \$3,670 | \$3,920 | \$4,320 | \$4,510 |
| 3/8 | NA | \$3,570 | \$3,650 | \$3,860 | \$3,990 |
| 1/4 V | NA | \$3,110 | \$3,500 | \$3,720 | \$3,950 |
| 1/4 Sq | \$2,740 | \$2,880 | \$3,210 | \$3,390 | \$3,590 |
| 1/8 | NA | \$1,760 | \$2,070 | \$2,160 | \$2,230 |
| 1/8 Spotlight Ads* | NA | \$820 | \$980 | \$1,070 | \$1,190 |



* 1/8 page Spotlight Ads are horizontal and may be stacked. Section placement is not guaranteed. For black and white ads, subtract \$600 from 4-color rate for all sizes except 1/8 page Spotlight Ads.



premium positions

Back Cover \$7,080

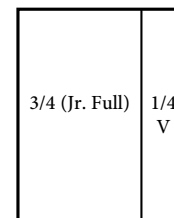
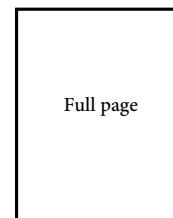
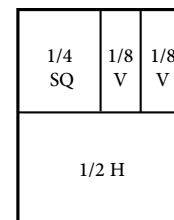
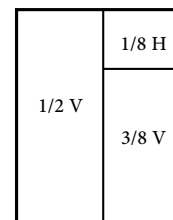
Inside Front or Inside Back Cover \$6,790

Other premium positions Add 10% to 12x rate

All premium positions are sold on a 12x basis and require 4-color materials.

ad dimensions & configurations

| unit | wide | | deep |
|---------------------|---------|---|---------|
| Spread | 19" | x | 10 3/4" |
| Full Page | 9" | x | 10 3/4" |
| 3/4 Page (Jr. Full) | 7" | x | 10 3/4" |
| 1/2 Horizontal | 9" | x | 4 7/8" |
| 1/2 Vertical | 4 9/16" | x | 10 3/4" |
| 3/8 Vertical | 4 9/16" | x | 7 7/8" |
| 1/4 Vertical | 2 1/8" | x | 10 3/4" |
| 1/4 Square | 4 9/16" | x | 5 1/4" |
| 1/8 Horizontal | 4 9/16" | x | 2 5/8" |
| 1/8 Vertical | 2 1/8" | x | 5 1/4" |
| Bleed: | | | |
| Full page* | 10 1/4" | x | 12 1/4" |
| Spread* | 20 1/4" | x | 12 1/4" |



*See bleed specifications

| | stitched | | tipped | |
|---------------------|----------|-------|---------|-------|
| | COST | CPM | COST | CPM |
| 2 pages | \$4,600 | \$139 | \$6,100 | \$184 |
| Business reply card | \$1,500 | \$45 | \$2,100 | \$64 |

40,000 inserts minimum for a full run, which allows for 3% spoilage.

Production and printing not included in insert rates. Other insert sizes, prices, specifications, and availability furnished upon request. Business reply cards must accompany a 1/2 or full page advertisement. All inserts subject to pre-approval by production manager.

PRINT AD SPECIFICATIONS

SUBMITTING DIGITAL MATERIALS

upload ads

Ads may be uploaded via the Web on our easy, quick ad uploader.

Go to tcbmag.com/productionspecs

Click on “upload ads” and log in using the following:

Username: mspads

Password: sonic

Follow the instructions to upload.

When uploading materials, please fax a printed copy of the ad, or e-mail a PDF proof and send a SWOP color proof for all 4-color ads to *Twin Cities Business* Production Manager at the address to the right. If a proof is not supplied, we will provide one at a charge of \$75.

production manager contact information

Katy Kuhn

Twin Cities Business Production Dept.

220 South Sixth Street, Suite 500

Minneapolis, MN 55402

Phone: 612.336.9245

Fax: 612.336.9281

E-mail: kkuhn@tcbmag.com

Digital Ads: We accept materials in electronic format only. To avoid additional production charges, please be sure to follow the listed specifications. Production charges are in addition to space rate. Contact the Production Manager for an estimate.

Acceptable Desktop File Formats: InDesign, Adobe Illustrator, Adobe PhotoShop, and PDFs created with Acrobat Distiller only. Files must be sent in Mac format only.

Acceptable Media: DVD & CD. Upload preferred.

Printing: Web offset ink rotation K - C - M - Y.
We can not accept PMS colors (process colors only).
Binding: Saddle stitched. Trim size: 10” x 12”.

4-Color Process: 120-line screen and 133-line screen for cover positions. Overall printing maximum density of all colors must not exceed 280%. All 4-color material must be accompanied by a SWOP certified color proof pulled from supplied materials. If a proof is not supplied, we will provide one at a charge of \$75.

SWOP Certified Color Proof Required: All 4-color materials require an accompanying SWOP certified color proof pulled from supplied materials.

Images/Scans: All images/scans should be 300 dpi saved as a TIFF or an EPS. We cannot accept JPEG images or Pantone/PMS or RGB colors or 72 dpi (i.e., images pulled from a Web site). All images provided must be in CMYK format and color corrected. We are not responsible for color on RGB or PMS files that must be converted to CMYK. Please make sure process separation is checked for all process color builds. B/W scans should be saved as grayscale or bitmap.

Accepted Fonts: All printer and screen fonts must be included with all digital files: PostScript Type 1 or PostScript Type 3. No TrueType fonts accepted. Please use stylized fonts and do not use menu-styled fonts for bold, italic, or bold italic type. All fonts used in art files must be converted to outlines.

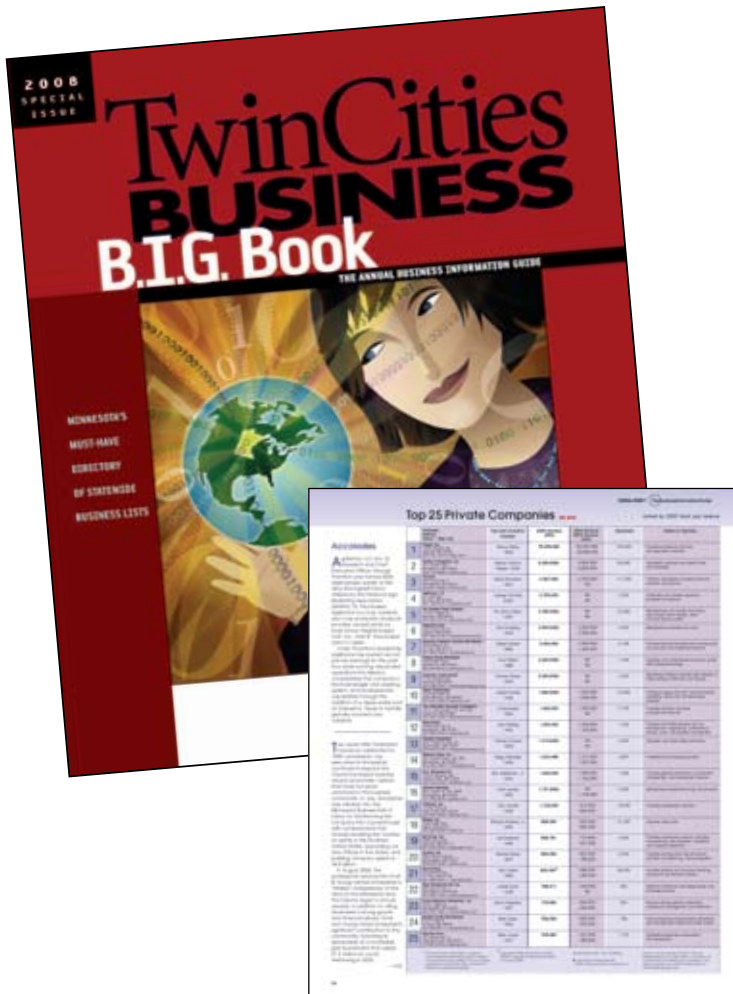
Logos and Artwork: Images should be EPS. Avoid rotation and cropping of images in layout program and do not nest EPS files in other EPS files. Supply Quark “Collect for Output” or similar reports. Please print a directory of disk contents and include a contact name, phone, and address with all materials.

Bleed Specifications: Please make sure document dimensions are correct. Build pages to trim size and, if bleed, extend dimensions beyond page edges by a minimum of 1/8”. Keep live matter 5/16” from trim size.
Full page bleed: 10 1/4” x 12 1/4” (Trim size: 10” x 12”)
Two page spread: 20 1/4” x 12 1/4” (Trim size: 20” x 12”)



BUSINESS INFORMATION GUIDE

The *BIG* Book of Rankings, Rosters & Resources™



lists & directories

Business Leadership

- Top 100 Public Companies
- Top 25 Private Companies
- Entrepreneur Of The Year®
- MN Business Hall of Fame™
- Outstanding Directors™

Investing in Minnesota

- Top 25 Medical Device Mfrs.
- Top 25 Manufacturers
- Top 25 Life Insurers
- Top 25 Asset Managers

Professional Services

- Top 25 Accounting Firms
- Top 25 Engineering Firms
- Top 25 Architectural Firms
- Top 25 Law Firms
- Global Accounting
- Global Law

Business Services

- Top 25 Advertising Agencies
- Top 25 Public Relations Firms
- Marketing/Branding
- Top 25 Executive Recruiters
- Temporary Staffing
- HR Resources

Tech & Telecom

- Top 25 Software Developers
- Top 25 Web Developers
- IT Consulting Resources
- Telecommunication Providers
- Office Systems & Equipment

Hospitality

- Top 19 Casinos
- Meeting & Event Facilities
- Golf Courses
- Top 25 Hotels
- Minnesota CVBs

Health Care

- Top 25 Hospitals
- Top 13 HMOs

Education & Training

- Top 25 Community/Technical Schools
- Top 25 Colleges & Universities
- Continuing Professional Education

Real Estate

- Top 25 Property Managers
- Top 25 Office Buildings
- Top 25 Commercial Developers
- Top 25 Residential Builders
- Top 25 Real Estate Brokers

Economic Development

- Top 25 Chambers of Commerce
- Economic Development Agencies
- Top 25 Corporate Grantmakers
- Top 25 Private Foundations

Banking and Finance

- Top 25 Commercial Banks
- Top 25 SBA Lenders
- Top 25 Credit Unions
- Entrepreneurial Financing

serving the information needs of minnesota business

This hands-on guide is a user-friendly resource full of information to help businesses research vendors for purchasing products/services, defining the competition and narrowing in on your target market.

delivered to more than 38,000 Minnesota business professionals

Twice the circulation of any other local business reference guide. 92% of *BIG* readers are the people directly involved in initiating, recommending, ordering or approving the purchase of products for their companies.

deadlines & publication date

Published: December 28, 2009 | Space Reservations: November 6, 2009 | Digital Ad Materials: November 9, 2009

SPONSORSHIPS & EVENTS

Sponsorship of these events and programs offer you tremendous value with a wealth of benefits.

sample of sponsorship benefits

Heighten Visibility, Showcase Products, Shape Consumer Attitudes, Communicate Commitment to Business, Network, Entertain Clients

- Logo identification on all program material
- Display advertisement
- On-site sampling/display at event
- Corporate table at event
- Acknowledgement from podium
- Event signage
- Access to *Twin Cities Business* subscriber list
- Logo on cover page of special section in magazine
- Industry exclusivity

Benefits vary by program and sponsorship investment level. Sponsorship investments are net rates.

Minnesota Business Hall of Fame™ –july

Honoring Minnesota's Most Accomplished Leaders

Each year, *Twin Cities Business* recognizes the accomplishments of five Minnesota business executives who have made lifetime contributions to Minnesota business. Their stories are the centerpiece of our July issue. Minnesota Business Hall of Fame inductees are also honored at a high-profile awards event held in late July with 400-500 guests.

Sponsorship investment: \$15,000



Outstanding Directors™ – october

Honoring Minnesota's Outstanding Corporate Directors

Outstanding Directors recognizes the work of outside corporate directors who have made outstanding contributions to the companies they served during the past year. The program begins with a call for nominations in May and culminates with the winners featured in the October issue and celebrated at an awards dinner in late October.

Sponsorship investment: \$10,000



BIG Book –december

The Annual Business Information Guide

This annual publication is Minnesota's only statewide business reference publication—filled with more than 120 information-packed pages of lists, directories, and editorial covering 60 industry categories. This hands-on guide is a user-friendly resource full of information to help businesses research vendors for purchasing products/services, defining the competition, and narrowing in on your target market.

Sponsorship investment: \$10,000

TCBMAG.COM IS YOUR OPPORTUNITY TO CONNECT WITH DECISION-MAKERS

Visitor demographics

98% of tcbmag.com visitors say it's a great resource for MN business information

97% of visitors found tcbmag.com highly informational

90% of visitors tell us tcbmag.com has great content that they can't find elsewhere

Gender

63% Male
37% Female

Age

49 years of age

Education

78% have attended college

Household Income

65% have HHI incomes of \$100,000 or more

Duplication with *TCB*

32% do not subscribe to the magazine

Visitor Involvement

62% have forwarded a link to the site to a colleague or friend
72% discussed something they read on the site with another person

Source: Online visitor survey, Survey Monkey, December 2008.

TCBMAG.COM

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



TCB BRIEFCASE

Weekly business e-newsletter

Readers enjoy *TCB Briefcase* because it allows them to stay updated on the latest Minnesota business happenings, meet local business people, and find it to be 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 morning 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

Black Book

(Tuesday edition)

A profile of a Minnesotan you should know

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. |

Three ad units available per issue—Leaderboard, Skyscraper, and Medium Rectangle. Ad rates are net and do not include production. Rates are subject to change.

The screenshot shows the TCB Briefcase e-newsletter interface. At the top, there is a banner for 'Taste!' featuring wine and a '200+' international & domestic wines promotion. Below this is the 'TwinCities BUSINESS Briefcase' header with a navigation menu: People & Companies, Industries & Trends, Ideas & Opinions, Fact Finder, Superstars, and Living Well. The main content area is divided into sections: 'THE LATEST | what's new this week' with a list of news items; 'BLACK BOOK | Minnesotans you should know' featuring a profile of Kathryn R. Roberts; 'THE SLANT | columnists and bloggers' with several short articles; and 'TCB PRESENTS' with information about the 13th Annual Outstanding Directors Awards Dinner. On the right side, there is a large advertisement for Western Bank with the text 'We see more than money.' and 'We see what your business will make of it.' Below this is a 'BUSINESS CALENDAR' and 'THE LIST' section. At the bottom, there are two more advertisements: a 'medium rectangle' for Enventis and a 'skyscraper' for 'Navigate Life Transitions'.

leaderboard

skyscraper

medium rectangle

ENHANCED COMPANY LISTINGS

@ 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 we publish in our issues throughout the year. Visitors can search lists by company, industry, or a person's name to find anything in local business from the right IT consultant to the CEO of the top 100 public companies.

rates

Add your company logo & Web site link to your company's online listing for just **\$365 per year!**

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

| Rank | Company | Contact | Licensed CPAs | Top Executive | Description |
|------|-------------------------|--|---------------|----------------|---|
| 1 | Larson & Co. | 220 South Sixth Street Suite 300 Minneapolis, MN 55402 612.576-4520 larsonco.com | 331 | Danie Yone CEO | Ag/Business, construction and real estate, technology, financial institutions, health care, nonprofits, manufacturing and distribution, professional services, public services, technology, transportation. |
| 4 | Dyer & Young LLP | 220 South Sixth Street Suite 1400 Minneapolis, MN 55402 612.563-1100 dyer.com | 247 | John Wilgus | Consumer products, financial services, health care, manufacturing, high-tech, medical, risk management, national central services. |
| 8 | Dierks & Engler ENL LLP | 220 South Sixth Street Suite 400 Minneapolis, MN 55402 612.563-4520 dierks.com | 224 | Joe Dierks | Ag/Biz, real, financial services, and accounting. |
| 4 | Flannery & Company LLP | 220 South Sixth Street Suite 1400 Minneapolis, MN 55402 612.566-4520 flannery.com | 220 | Jay Flannery | Health care, real and advisory services. |
| 6 | KPMG LLP | 80 South 3rd Street Suite 4200 Minneapolis, MN 55402 612.562-5000 kpmg.com | 198 | Michael Dyer | Ag/Biz, real, and financial advisory services and all other. |

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

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

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.

Deadlines

- Materials are due by 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:

Katy Kuhn | 612.336.9245 | kkuhn@tcbmag.com

CONTRACT REGULATIONS

Payment is to be made in advance unless credit has been approved by publisher. Invoices are due and payable upon receipt. Invoices will be considered delinquent after 30 days from the invoice date and will be subject to a monthly 1.5% finance charge (18% per annum) or the maximum allowed by law.

In view of the fact that many advertising agencies' contracts and orders specify conditions that are not in accordance with the regular rates and terms upon which *Twin Cities Business* does business, we do not execute duplicates of such agency contracts or orders. All such contracts and orders are accepted only with the understanding that (a) they will be executed in accordance with our regular rates and terms, which are fully described in this rate card, and (b) the terms and conditions set forth in this rate card shall prevail over any inconsistent terms and conditions set forth in any agency or advertiser contract form or order form. Commission deductions (15%) given for agencies will be forfeited if payment is not received within 60 days from the invoice date. Account delinquency may affect advertiser's and agency's ability to book space in future issues. If an account has more than one unpaid invoice, all cash received will be applied to the oldest invoice first. The advertiser and agency agree to pay all collection costs as a result of our collection efforts on the delinquent balance, including reasonable attorney's fees.

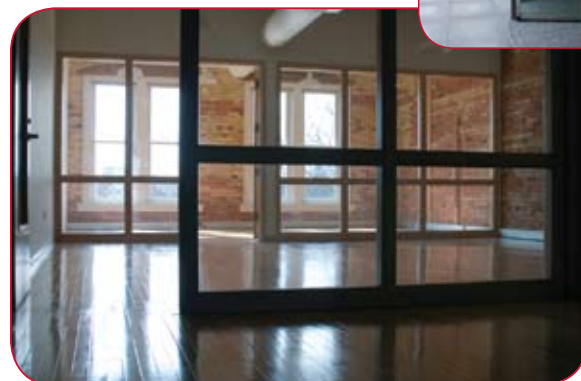
When advertising is placed by an advertising agency on behalf of the advertiser, the advertiser and advertising agency shall be jointly and severally liable to *Twin Cities Business* for payments due hereunder. The advertiser is at all times liable for payment of all account balances due and all other liabilities and deemed to receive refund payments, adjustments, notices and all other documents when the same are delivered to their advertising agency. Payments by the advertiser to the advertising agency for services does not constitute payment to *Twin Cities Business*. Any language to the contrary in any advertising agency's insertion orders or other documents is void and without effect.

Commissions and Discounts: A 15% discount will be given to recognized advertising agencies only. Bills will be rendered the first day of publication. All sponsorship fees are net.

Cancellations: Print cancellations are not accepted after space closing date. Web-based cancellations are not accepted within 14 days of scheduled start date. Advertising must be inserted within one publication year of first insertion to earn frequency rates. Loss of credit due to account delinquency may affect frequency rates. An advertiser who does not complete a committed schedule will be subject to a shortrate. An advertiser with increased frequency during a contract year will be issued a rebate. Publisher is not responsible for interruption or termination of existing contracts or failure to print advertising (see contract form).

Rates: Advertising rates are subject to change. Publisher will notify contract advertisers 90 days prior to rate change. All contracts accepted are subject to these conditions.

Copy Regulations: All advertising is subject to publisher's approval and agreement by the advertiser and agency to indemnify and protect the publisher from and against any claims, loss, liability or expense, including reasonable attorney's fees, arising out of publication of such advertisement.



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