

READERSHIP INFO BY THE NUMBERS

8,500
AVERAGE CIRCULATION

3.75
READERS PER COPY

31,875
TOTAL AUDIENCE

62% C-LEVEL EXECUTIVES
37% AVE. HOUSEHOLD INCOME **\$150,000+**

AGE RANGE
36-64

AVERAGE LENGTH OF SUBSCRIPTION
8 years

80% SAY LEHIGH VALLEY BUSINESS IS THEIR PRIMARY SOURCE OF REGIONAL BUSINESS NEWS

AVERAGE HOUSEHOLD INCOME
\$188,000

67% FREQUENTLY PURCHASE PRODUCTS/SERVICES FROM ADS SEEN IN LVB.

AVERAGE PERSONAL INCOME
\$110,000

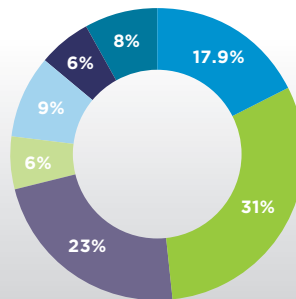
NET WORTH
\$1.34 million



80%

OF LVB READERS ARE SENIOR EXECUTIVES AND TOP MANAGEMENT WHO PASS ALONG THEIR COPY OF LVB TO OTHERS WHO ARE MORE THAN 53% MANAGEMENT PERSONNEL.

BUSINESS PROFILE



COMPANY SIZE
BY SALES VOLUME: **\$17.9 Million Avg.**
UNDER 1 MILLION: **31%**
\$1 MILLION - \$4.99 MILLION: **23%**
\$5 MILLION - \$9.99 MILLION: **6%**
\$10 MILLION - \$24.99 MILLION: **9%**
\$25 MILLION - \$99.99 MILLION: **6%**
\$100 MILLION PLUS: **8%**

64% SMALL COMPANIES
(1-49 EMPLOYEES)

26% MEDIUM COMPANIES
(50-999 EMPLOYEES)

10% LARGE COMPANIES
(1,000 OR MORE EMPLOYEES)

EVENT SPONSORSHIP OPPORTUNITIES

WEBSITE ADVERTISING OPPORTUNITIES

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READER PROFILE

READER INVOLVEMENT

The top three reasons why business leaders read Lehigh Valley Business are to follow the local economy, stay current on business news and developments and follow government actions that affect their businesses.

95%

consider it a good/excellent source for business news

76%

have subscribed for more than three years

29 minutes

is the average time spent reading each issue

PURCHASING BEHAVIOR AT WORK

88% of readers make purchasing decisions for their company.

34% of readers say they plan to move, expand or renovate their facility in the next 24 months.

26% of readers plan to make energy related changes or additions in the next 18 months.

PURCHASING BEHAVIOR AT HOME

92% of readers plan to renovate, expand or move to a new home in the next 18 months.

PRODUCTS COMPANIES PLAN TO PURCHASE OR LEASE IN THE NEXT 18 MONTHS:

| | |
|--------------------------------------|------------|
| Copier/Fax/Printer Supplies | 42% |
| Computer Hardware | 54% |
| Office Products | 57% |
| Gifts/Awards for Employees/Customers | 32% |
| Computer Software | 42% |
| Plant Maintenance Supplies | 34% |
| Office Furniture | 28% |
| Company/Fleet Cars, Trucks, Trailers | 21% |
| Audio/Visual Equipment | 14% |
| New Commercial Office (lease) | 15% |
| Industrial Machines/Equipment | 12% |
| Uniforms | 12% |

DIGITAL MARKETING INITIATIVES

| | |
|----------------------------|------------|
| Upgrade Website | 58% |
| Video | 18% |
| Search Enging Optimization | 50% |



Guardian Insurance to build new corporate office
 By Brian Pedersen
 A national life insurance company with a prominent Center Lehigh Valley presence will build a new corporate office for 1,200 employees with construction work in progress. New York-based Guardian Life Insurance Co. of America wants to build a three-story office building on South Pike off Route 152 in Sluetsville Township, Northampton County, according to township planning commission documents.
 While awaiting how the planning commission, the applicant went under the name GLECA, Bethlehem LLC to present its land development plan for the Monroe Corporate Center 2, which received approval by the township commission in January.
 Now, the project is ready to break ground.
 photos by GUARDIAN, page 2

Inside
SAFETY FIRST: Northampton County's fiscal agents will receive general funds in Carbon County. Page 3
NEW VENTURES: Specialty restaurant opens at casino. Page 6

Focus ENERGY
Pocono Medical Center celebrates 100 years of service for Monroe County
 By Jennifer Hinkle
 It was more than 100 years ago that Dr. James Mack had to think a job, particularly because she was rugged with a medical degree.
 But, with some willing up to her eyes on the ground, Mack realized there was a need for a medical center in that broadening gap her father as a center, when he was also needed.
 Today, 100 years later, Mack runs the hospital's central health processing department. Mack began her work in the center of the...
 Pocono Medical Center was first known as General Hospital, becoming Pocono Hospital in 1976 before shifting its present name in 1986.
 Pocono Medical Center was first known as General Hospital, becoming Pocono Hospital in 1976 before shifting its present name in 1986.
 health network based on a contractual culture that reaches to the staff of 400, but is the foundation County and beyond.
 photos by POCONO MEDICAL, page 4

SALUTE OUR HEALTH CARE HEROES
 Lehigh Valley Business will honor 43 people and organizations April 14 at our second...

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ONLINE READERSHIP INFO **BY THE NUMBERS**

180,000
PAGE VIEWS PER MONTH

37,000
UNIQUE VISITORS TO **LVB.COM**

8 million
E-NEWSLETTERS
DELIVERED PER YEAR

12,000
E-NEWS SUBSCRIBERS

30% C-LEVEL EXECUTIVES
54% AVE. HOUSEHOLD INCOME **\$150,000+**

AGE RANGE
35-64

96% use the internet to research and purchase products and services

57% have taken some action as a result of seeing an advertisement on LVB.com or in one of its e-newsletters.

38%
OF ONLINE AUDIENCE **DOES NOT**
READ THE LVB PRINT EDITION

AVERAGE PERSONAL INCOME
\$116,000
NET WORTH
\$974,000

41%
PERSONALLY RESPONSIBLE
FOR PURCHASING AT WORK.



LVB.COM'S AUDIENCE IS **EDUCATED, ENGAGED, AND HAS PURCHASING POWER** BOTH IN THE OFFICE AND AT HOME.

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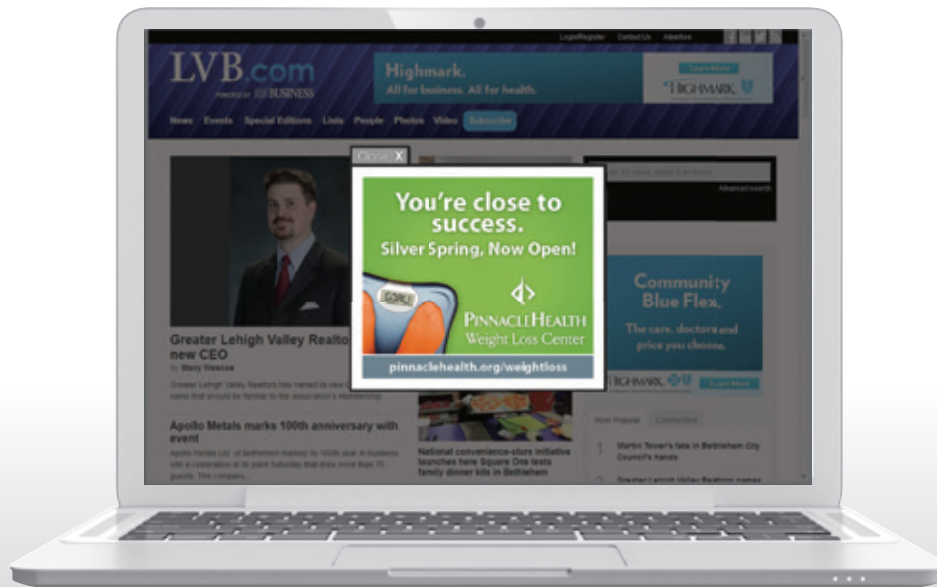
DIGITAL SPECIALTY ADVERTISING

SPLASH AD

Be seen by the viewers at www.LVB.com as they enter the Lehigh Valley Business website with a large 430x375 splash ad. Whether they are coming in at the home page or through one of the article links, they will see your ad prior to arrival on our website. This is a great opportunity to get in front of our business decision making audience and leave a lasting impression!

MOBILE SITE SPONSORSHIP

Busy company executives are on the move and are harder to reach than ever. Many business leaders are getting their news online and many more are using smart phones to get important business information. This prominent ad zone is located at the top of the page in a 320x50 size giving you 100% share of the Business Journal's mobile user audience.



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DIGITAL SIZES AND SPECS

AD PARAMETERS

Advertising creative sizes have been set to minimize page-loading time while remaining current and competitive with industry advertising creative standards:

| AD TYPE | SIZE IN PIXELS (W X H) |
|------------------------------------|------------------------|
| Leaderboard | 728 x 90 |
| Full Banner | 468 x 60 |
| Large Skyscraper | 300 x 600 |
| Large Rectangle | 300 x 250 |
| Skyscraper | 120 x 600 |
| Rectangle | 145 x 160 |
| Pop Up (interstitial) | 550 x 480 |

REQUIREMENTS & SPECIFICATIONS

All artwork submitted must include advertiser branding (i.e. company name, product name or logo) and must be accompanied by a technical contact name, e-mail address and phone number. In addition, all artwork must include instructions, such as linking URL and rotation specifications. Ad materials must be submitted a minimum of five business days prior to campaign start date. All ad contracts are irrevocable once signed.

Web:

- GIF, PNG or JPG
- Animated GIF
- Flash

Email:

- Static GIF, PNG or JPG only

Flash File Specifications:

- Maximum initial load file = 80KB
- Additional file size (polite download) = 120KB except for view which will not exceed 1.2MB
- 18fps (frames per second)
- User initiated audio (mute by default)
- Maximum animation/video length = 8 seconds
- Provide .SWF and .FLA files



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E-NEWSLETTER ADVERTISING OPPORTUNITIES

728 x 90 - Leaderboard

728 x 90 - Leaderboard

728 x 90 - Leaderboard

728 x 90 - Lower Leaderboard

728 x 90 - Leaderboard

120 x 100 Sponsor

120 x 150 Sponsor

120 x 150 Sponsor

120 x 150 Sponsor

TEXT BOX ADVERTISING

Create direct response by promoting your events, business news, new product launch or brand message with this exclusive text box position within the editorial content of the newsletters. Your text ad may consist of one 60 words or less description as well as a headline and links to your desired landing page.

BUSINESS DAILY

This midday e-mail news alert, with over 12,000 subscribers, delivers local and national business news Monday through Friday.

MORNING ROUNDUP

A compilation of the morning's top business headlines from around the region delivered at 8:30 a.m. Monday through Friday. Received by over 12,000 subscribers.

10 THINGS TO DO THIS WEEKEND

10 Things To Do This Weekend is an e-mail newsletter delivered every Thursday afternoon to more than 12,000 business professionals. It's the ideal weekend planner for our discerning readers, covering only the best in music, theater, art, food, outdoor activities and so much more.

CONSTRUCTION & REAL ESTATE

The Construction & Real Estate e-newsletter delivers local news and updates regarding the Greater Lehigh Valley real estate and construction industries. The e-newsletter goes out twice a month.

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ON-SITE PREMIUM ADVERTISING OPPORTUNITIES



SITE SPONSORSHIP

With over 2.1 million LVB.com page views and almost 8 million e-newsletters delivered per year, SITE SPONSORSHIP gives advertisers maximum exposure to Greater Lehigh Valley business decision makers who visit the website and receive the e-newsletters to stay up-to-date on local and regional news.

- Includes industry exclusive ad rotation with up to four site sponsors on every page of LVB.com and a dominating presence on the homepage.
- LVB.com averages over 180,000 page views per month and over 37,000 unique visitors who visit the site to read articles, search lists, register for events, read special supplements and more.
- Ad positions include 468x60, 728x90, 300x250, 300x600.
- Includes additional valuable exposure with a 145x160 rectangle ad in the business journal's popular e-newsletters including the Business Daily and Morning Roundup delivered to over 12,000 subscribers twice each day.
- Each ad is hyperlinked to the advertiser's URL of choice and can be revised at any time during the campaign.

RUN-OF-SITE

Additional RUN-OF-SITE opportunities are available that include a presence on every page at LVB.com except the home page. Choose from five RUN-OF-SITE ad positions that include industry exclusive rotation with up to three advertisers per position.

Run of Site advertising is a great way to get your message in front of LVB.com viewers who visit the website to read our breaking and daily news, weekly print content, archived stories, digital supplements, event information, blogs and much more.

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EDITORIAL CALENDAR

EVENT SPECIAL ISSUE

| Issue | Focus | Top Lists | Space/Copy |
|-----------------|---|--|-------------|
| JANUARY | | | |
| 1/4 | 2016 Look Ahead/Predictions | Staffing & Temporary Services | 12/21 |
| 1/11 | Retirement Planning | Financial Consultants | 12/28 |
| 1/18 | Real Estate/Top Deals from 2015 | Residential Real Estate Firms | 1/4 |
| 1/25 | CEO Forecast/Health Care | Physical Rehabilitation Firms | 1/11 |
| FEBRUARY | | | |
| 2/1 | Accounting | Accounting Firms | 1/18 |
| 2/8 | Telecommunications | Business Resources, Video Production Companies | 1/25 |
| 2/15 | Banking | Credit Unions | 2/1 |
| 2/22 | Engineering Week | Top Engineering Firms | 2/8 |
| 2/29 | Business Disaster Planning & Recovery | Security Firms, Restoration Companies | 2/15 |
| MARCH | | | |
| 3/7 | Construction & Real Estate Report (Spring) | | |
| 3/7 | Mergers & Acquisitions | Mergers & Acquisition Brokers | 2/22 |
| 3/14 | Executive Auto/Easton Growth Report | Auto Dealerships | 2/29 |
| 3/21 | Colleges & Universities | Colleges & Universities | 3/7 |
| 3/28 | Health Care & Wellness Initiatives | Hospitals & Health System Executives, Hospitals & Health Systems | 3/14 |
| APRIL | | | |
| 4/4 | Power Book 2016 | Largest Employers in The Lehigh Valley | 3/21 |
| 4/11 | Business & Government | Economic Development Organizations, Chambers of Commerce | 3/28 |
| 4/18 | Banking & Finance | Banks | 4/4 |
| 4/18 | Health Care Heroes | | |
| 4/25 | Executive Training | Management & Coaching Consultants | 4/44 |
| MAY | | | |
| 5/2 | Small Business Week | HVAC & Plumbing Contractors, Electrician Contractors | 4/18 |
| 5/9 | Business Law | Law Firms | 4/25 |
| 5/16 | Big Data: Internet of Things | Information Technology Services, Internet Service Providers | 5/2 |
| 5/16 | Women of Influence | | |
| 5/23 | Employee Benefits & Insurance | Benefits Consulting Firms | 5/9 |
| 5/30 | Assisted Living & Retirement Planning | Skilled Nursing Facilities, Adult & Retirement Communities | 5/16 |
| JUNE | | | |
| 6/6 | Construction & Design | Interior Design Firms, Environmental Remediation Firms | 5/23 |
| 6/13 | Manufacturing In The Greater Lehigh Valley | Largest Manufacturing Companies | 5/30 |
| 6/20 | Banking & Turnaround Management | Mortgage Lenders & Brokers | 6/6 |
| 6/20 | Forty Under 40 | | |
| 6/27 | Logistics & Warehousing | Warehouses/Veteran-Owned Businesses | 6/13 |

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| Issue | Focus | Top Lists | Space/Copy |
|------------------|---|--|--------------|
| JULY | | | |
| 7/4 | Retail & Restaurants | Entertainment Centers, Tourist Attractions | 6/20 |
| 7/11 | Social Media | Social Media Consultants | 6/27 |
| 7/18 | Health Care & Insurance | Health Insurance Companies | 7/4 |
| 7/25 | The Green Issue | Waste Hauling & Recycling Companies, Commercial Cleaners | 7/11 |
| 7/25 | Business Profiles | | |
| AUGUST | | | |
| 8/1 | Career Development/MBA Programs | Statewide MBA Programs, Career & Trade Schools | 7/18 |
| 8/8 | Small Business Banking | SBA Lenders | 7/25 |
| 8/15 | Marketing Your Business | Advertising Agencies, Commercial Printers | 8/1 |
| 8/22 | Diversity In The Workplace | Minority-Owned Businesses | 8/8 |
| 8/29 | Top 100 Private Companies | Top 100 Private Companies | |
| SEPTEMBER | | | |
| 9/5 | Human Resources & Workers' Compensation | Payroll Companies, Executive Recruiters | 8/22 |
| 9/12 | Construction & Real Estate Report (Fall) | | |
| 9/12 | Women in Business | Woman-Owned Businesses | 8/29 |
| 9/19 | Cyber Security | Website Design, Signage Companies | 9/5 |
| 9/19 | CFO of the Year | | |
| 9/26 | Manufacturing Week | Largest Manufacturing Companies, Trucking Companies | 9/12 |
| OCTOBER | | | |
| 10/3 | Office Environments & Work Spaces | Office Equipment Companies, Office Furniture Companies | 9/19 |
| 10/10 | Banking & Finance | Asset Managers, Banks | 9/26 |
| 10/17 | Tax Planning | Tax Preparation Firms | 10/3 |
| 10/24 | Family Businesses/Business Cares | Family Owned Businesses | 10/10 |
| 10/31 | Small Business Survival Guide/Business Cares | Largest Pocono Employers | 10/17 |
| 10/31 | Fastest Growing Companies | | |
| NOVEMBER | | | |
| 11/7 | New Trends In Health Care | Medical Supply Companies | 10/24 |
| 11/14 | Construction, Engineering & Architecture Trends | Architectural Firms, Excavating Companies | 10/31 |
| 11/21 | Succession Planning | Insurance Agencies | 11/7 |
| 11/28 | Energy Issues In Business | Alternative Energy Companies | 11/14 |
| DECEMBER | | | |
| 12/5 | Banks & Credit Unions | Largest Berks Employers | 11/21 |
| 12/12 | Property Maintenance/Management | Commercial Property Managers, Commercial & Industrial Developers | 11/28 |
| 12/12 | Business of the Year | | |
| 12/19 | Year In Review | Hotels, Meetings & Conference Centers | 12/5 |
| 12/26 | Book of Lists | | |

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