

PRINT SUBSCRIBER

POSITION:

66% C-LEVEL EXECUTIVE

INCOME:

86% HAVE INCOMES GREATER THAN \$100K

35% HAVE INCOMES GREATER THAN \$250K

EDUCATION:

90% HAVE AT LEAST A 4-YEAR COLLEGE DEGREE

37% HAVE A MASTER'S DEGREE OR HIGHER

READING HABITS:

83% AVERAGE TIME SPENT READING PBN: 30 MINUTES

AGE:

80% ARE 35-64 YEARS OLD

GENDER:

74% MALE

26% FEMALE

25,000+
weekly readers

PBN.COM VIEWER

POSITION:

35% OWNERS OR PARTNERS IN A COMPANY

34% MANAGERS AND/OR DEPARTMENT HEADS

INCOME:

61% HAVE INCOMES GREATER THAN \$100K

15% HAVE INCOMES GREATER THAN \$250K

EDUCATION:

87% HAVE AT LEAST A 4-YEAR COLLEGE DEGREE

40% HAVE A MASTER'S DEGREE OR HIGHER

VIEWING HABITS:

16.45
MINUTES AVERAGE SESSION DURATION

AGE:

60% ARE 24-54 YEARS OLD

GENDER:

54% MALE

46% FEMALE

59,970
monthly visitors

PBN EVENTS

THESE COMPANIES AND THEIR EXECUTIVES HAVE SPONSORED OR BEEN HONORED AT PBN EVENTS

- AARP
- ADLER, POLLOCK & SHEEHAN, P.C.
- AMERICAN HEART ASSOCIATION
- ARPIN GROUP
- BANKRI
- BANK OF AMERICA
- BLOUNT FINE FOODS
- BLUE CROSS BLUE SHIELD OF RI
- BLUMSHAPIRO
- BRYANT UNIVERSITY
- CARE NEW ENGLAND
- CBIZ TOFIAS
- CB RICHARD ELLIS
- CITIZENS BANK
- COASTAL MEDICAL
- COX BUSINESS
- CVS HEALTH
- DAVITT DESIGN BUILD
- DELTA DENTAL
- FISH ADVERTISING
- GENCORP INSURANCE
- HOPE GLOBAL
- IGT
- KPMG
- LGC+D
- LIFESPAN
- NEIGHBORHOOD HEALTH PLAN OF RI
- PARTRIDGE SNOW & HAHN
- PAWTUCKET CREDIT UNION
- PREVENTURE
- POLARIS MEP
- SANTANDER BANK
- SK WEALTH MANAGEMENT, LLC
- SWIPELY
- THE BUSINESS DEVELOPMENT COMPANY
- TUFTS HEALTH PLAN
- UNITED HEALTHCARE
- UNITED WAY OF RI
- UNIVERSITY OF RI
- USI INSURANCE

NATIONAL AWARDS

ALLIANCE OF AREA BUSINESS PUBLISHERS

- 2015** 3RD PLACE, **BEST NEWSPAPER**, LARGE TABLOID CATEGORY
- 2013** 2ND PLACE, **BEST WEBSITE**
- 2012** 2ND PLACE, **BEST ANCILLARY PUBLICATION**, PBN 25TH ANNIVERSARY SPECIAL SECTION
- 2011** 1ST PLACE, **BREAKING NEWS COVERAGE**, MARCH 2010 FLOOD AND AFTERMATH

REGIONAL AWARDS

NEW ENGLAND NEWSPAPER AND PRESS ASSOCIATION

- 2015** 1ST PLACE, **GENERAL EXCELLENCE**, SPECIALTY NEWSPAPERS
2ND PLACE, **BEST OVERALL WEBSITE**, LARGE WEEKLY NEWSPAPERS
3RD PLACE, **WEBSITE DESIGN**, WEEKLY NEWSPAPERS
- 2014** NEWSPAPER OF THE YEAR, SPECIALTY PUBLICATIONS
1ST PLACE, **BUSINESS/ECONOMIC REPORTING**, CONTINUING SERIES, "WHERE THE JOBS ARE"
1ST PLACE, **ENVIRONMENTAL REPORTING**, AFTERMATH OF HURRICANE SANDY
2ND PLACE, **GENERAL EXCELLENCE**, SPECIALTY NEWSPAPERS
- 2013** NEWSPAPER OF THE YEAR, SPECIALTY PUBLICATIONS
PUBLIC OCCURRENCES, 38 STUDIOS COVERAGE
1ST PLACE, **WEBSITE DESIGN**
1ST PLACE, **HISTORY REPORTING**, THREE-PART SERIES ON THE JEWELRY DISTRICT
2ND PLACE, **GENERAL EXCELLENCE**, LARGE WEEKLY NEWSPAPERS
2ND PLACE, **SPECIAL SECTION/EDITORIAL SUPPLEMENT**, 2012 BOOK OF LISTS
2ND PLACE, **BUSINESS/ECONOMICS REPORTING**, 38 STUDIOS COVERAGE
- 2012** 1ST PLACE, **SPECIAL SECTION/EDITORIAL SUPPLEMENT**, PBN 25TH ANNIVERSARY SPECIAL SECTION
3RD PLACE, **GENERAL EXCELLENCE**, LARGE WEEKLY NEWSPAPERS
3RD PLACE, **BUSINESS/ECONOMICS REPORTING**, LONG-TERM EFFECTS OF MARCH 2010 FLOODS
DISTINGUISHED NEWSPAPER, SPECIALTY NEWSPAPERS
- 2011** 2ND PLACE, **HEADLINE WRITING**
3RD PLACE, **BUSINESS/ECONOMICS REPORTING**, COVERAGE OF MARCH 2010 FLOODS
- 2010** 1ST PLACE, **GENERAL EXCELLENCE**, LARGE WEEKLY NEWSPAPERS
PUBLIC OCCURRENCES, MARCH 2010 FLOOD COVERAGE
DISTINGUISHED NEWSPAPER, SPECIALTY NEWSPAPERS
3RD PLACE, **BEST FRONT PAGE**, LARGE WEEKLY NEWSPAPERS

PBN EVENTS

2016



BOOK OF LISTS PREMIER EVENT

JANUARY

The best business networking event of the year! Business leaders and executives join PBN in honoring the many companies featured in the Book of Lists.



MANUFACTURING AWARDS

MARCH

Celebrate the Manufacturing Renaissance that is evolving regionally, and across the country. The PBN Manufacturing Awards recognizes manufacturers in multiple award categories, and one individual receives the Leadership & Strategy Award.



C-SUITE AWARDS

APRIL

PBN's inaugural C-Suite Awards program will recognize top C-level executives for public, private and nonprofit companies who are innovators, trailblazers, role models and leaders in the community.



BUSINESS WOMEN AWARDS & LEADERSHIP SUMMIT

MAY

PBN honors the success of women in a variety of industries and recognizes younger, professional women to watch as well as industry leaders. A career achiever and outstanding mentor are also honored.



PBN 30TH ANNIVERSARY GALA

MAY

Celebrate with PBN at our 30th Anniversary Gala on May 26th at historic Rosecliff Mansion in Newport. Mingle with the region's top business executives, community leaders, government officials and others.



BEST PLACES TO WORK IN RHODE ISLAND

JUNE

Celebrate the state's best employers, who are selected based on extensive employee surveys and feedback reports from Best Companies Group.



40 UNDER FORTY

JULY

Recognizes forty men and women, under the age of 40 who are successful in their careers, and involved in their communities.



HEALTHIEST EMPLOYERS

AUGUST

Healthiest Employers in Rhode Island recognizes employers who have implemented worksite Health & Wellness programs and have shown a commitment to employee health and safety.



FASTEST GROWING/INNOVATIVE COMPANIES

SEPTEMBER

This program highlights the region's Fastest Growing Companies and those that are especially innovative in developing new processes, products and services that improve competitiveness and spur growth.



BUSINESS EXCELLENCE AWARDS

NOVEMBER

PBN's Premier Awards Event recognizes leadership and general excellence at private and public companies and nonprofit organizations.



PBN SUMMITS

FEBRUARY / OCTOBER / DECEMBER

Summits cover a variety of timely topics, including Growing & Protecting Your Brand; Health Care and Cybersecurity. Contact your PBN Account Manager to secure one for your organization.

SPONSORSHIP OPPORTUNITIES AVAILABLE

Date	List	Focus Report	Special Supplement	Event
JAN.	4 <input type="checkbox"/> Public Companies 11 <input type="checkbox"/> SBA Lenders, Telecom Dealers 18 <input type="checkbox"/> Private & Secondary Schools 25 <input type="checkbox"/> Foreign Owned Companies	<input type="checkbox"/> Telecommunications <input type="checkbox"/> Education <input type="checkbox"/> Manufacturing	<input type="checkbox"/> Book of Lists	<input type="checkbox"/> Book of Lists Premier Event
FEB.	1 <input type="checkbox"/> IT Services; RI CIO's; Security System Cos 8 <input type="checkbox"/> Residential Real Estate Agencies 15 <input type="checkbox"/> Payroll Cos; Staffing Firms, Executive Recruiters 22 <input type="checkbox"/> Rehab & Occupational Health Centers 29 <input type="checkbox"/> Golf Courses	<input type="checkbox"/> Technology <input type="checkbox"/> High-End Residential Real Estate <input type="checkbox"/> Human Resources & Workers Comp <input type="checkbox"/> Health Care <input type="checkbox"/> Law Review	<input type="checkbox"/> PBN Recap Growing & Protecting Your Brand	<input type="checkbox"/> PBN Summit Growing & Protecting Your Brand
MAR.	7 <input type="checkbox"/> RI Banks 14 <input type="checkbox"/> Comm RE Leases Office, Retail, Industrial 18 <input type="checkbox"/> General Contractors 25 <input type="checkbox"/> Nonprofits	<input type="checkbox"/> Banking & Finance <input type="checkbox"/> Commercial Real Estate <input type="checkbox"/> Construction, Design & Architecture <input type="checkbox"/> Corp Giving/ Volunteerism	<input type="checkbox"/> Manufacturing	<input type="checkbox"/> Manufacturing Awards
APR.	1 <input type="checkbox"/> Independent Insurance Agencies 8 <input type="checkbox"/> Business & Professional Associations 15 <input type="checkbox"/> Regional Hotels 22 <input type="checkbox"/> Comm RE Sales Office, Retail, Industrial 29 <input type="checkbox"/> Web Developers; Computer Training	<input type="checkbox"/> Insurance <input type="checkbox"/> Professional Development <input type="checkbox"/> Meetings & Social Events <input type="checkbox"/> Commercial Real Estate <input type="checkbox"/> Technology	<input type="checkbox"/> C-Suite	<input type="checkbox"/> C-Suite Awards
MAY	6 <input type="checkbox"/> Tourist & Cultural Attractions 13 <input type="checkbox"/> Benefit Administrators 20 <input type="checkbox"/> SBA Loans 27 <input type="checkbox"/> Estate Planners	<input type="checkbox"/> Tourism <input type="checkbox"/> Health Care <input type="checkbox"/> Small Business Week <input type="checkbox"/> Business Succession	<input type="checkbox"/> Business Women Awards <input type="checkbox"/> Grow Smart <input type="checkbox"/> PBN 30th Anniversary	<input type="checkbox"/> PBN Summit: Leadership & Business Women Awards <input type="checkbox"/> PBN 30th Anniversary Gala
JUNE	3 <input type="checkbox"/> Health Care Educators 10 <input type="checkbox"/> IP Lawyers 17 <input type="checkbox"/> Executive Compensation 24 <input type="checkbox"/> Credit Unions	<input type="checkbox"/> Education <input type="checkbox"/> Law Review <input type="checkbox"/> Human Resources <input type="checkbox"/> Banking & Finance	<input type="checkbox"/> Best Places to Work	<input type="checkbox"/> Best Places to Work Awards
JULY	1 <input type="checkbox"/> Top Restaurants 8 <input type="checkbox"/> Chambers of Commerce 15 <input type="checkbox"/> Industrial Parks 22 <input type="checkbox"/> Fastest Growing Tech Cos; Audio Visual 29 <input type="checkbox"/> Colleges & Universities	<input type="checkbox"/> Corporate Outings <input type="checkbox"/> Business & Government <input type="checkbox"/> Construction, Design & Architecture <input type="checkbox"/> Technology <input type="checkbox"/> Education	<input type="checkbox"/> 40 Under Forty	<input type="checkbox"/> 40 Under Forty Awards
AUG.	5 <input type="checkbox"/> Comm RE Brokerage Firms 12 <input type="checkbox"/> Meeting Facilities 19 <input type="checkbox"/> Engineering Firms 26 <input type="checkbox"/> Physician Groups	<input type="checkbox"/> Real Estate Development <input type="checkbox"/> Hospitality <input type="checkbox"/> Engineering Trends <input type="checkbox"/> Health Care	<input type="checkbox"/> Healthiest Employer	<input type="checkbox"/> Healthiest Employer Awards
SEPT.	2 <input type="checkbox"/> RI Law Firms 9 <input type="checkbox"/> Accounting Firms 16 <input type="checkbox"/> MBA Programs 23 <input type="checkbox"/> Property & Casualty Insurers 30 <input type="checkbox"/> Architectural Firms	<input type="checkbox"/> Law Review <input type="checkbox"/> Banking & Finance <input type="checkbox"/> Education & Training <input type="checkbox"/> Insurance <input type="checkbox"/> Construction, Design & Architecture	<input type="checkbox"/> City of Pawtucket <input type="checkbox"/> Fastest Growing & Innovative Companies	<input type="checkbox"/> Fastest Growing & Innovative Companies Awards
OCT.	7 <input type="checkbox"/> Manufacturers 14 <input type="checkbox"/> Assisted Living Facilities 21 <input type="checkbox"/> Physical Therapists & Sports Medicine/ Diagnostic Imaging Centers 28 <input type="checkbox"/> Regional IT Employers; Software Development Cos.; Biotech and Life Science Cos.	<input type="checkbox"/> Manufacturing <input type="checkbox"/> Estate & Retirement Planning <input type="checkbox"/> Health Care <input type="checkbox"/> Technology	<input type="checkbox"/> PBN Recap: Health care	<input type="checkbox"/> PBN Summit: Health Care
NOV.	4 <input type="checkbox"/> New England Resorts 11 <input type="checkbox"/> Property Management Firms 18 <input type="checkbox"/> Corporate Foundations: RI Oldest Cos. 25 <input type="checkbox"/> Mortgage Bankers & Brokers	<input type="checkbox"/> Tourism <input type="checkbox"/> Real Estate <input type="checkbox"/> Law Review <input type="checkbox"/> Banking & Finance	<input type="checkbox"/> Giving Guide <input type="checkbox"/> Business Excellence Awards	<input type="checkbox"/> Business Excellence Awards
DEC.	2 <input type="checkbox"/> Urgent Care Centers 9 <input type="checkbox"/> Advertising & PR Firms 16 <input type="checkbox"/> Stock Brokerage Firms; Wealth Managers 23 <input type="checkbox"/> Restaurants, Providence 30 <input type="checkbox"/> Interviews	<input type="checkbox"/> Health Care <input type="checkbox"/> Advertising & PR <input type="checkbox"/> Investments <input type="checkbox"/> TBD	<input type="checkbox"/> PBN Recap: Cybersecurity <input type="checkbox"/> Milestones	<input type="checkbox"/> PBN Summit: Cybersecurity

DISPLAY ADVERTISING RATES WITH FREQUENCY DISCOUNTS - PER INSERTION
 Display Rate Card #34 | Effective: January 1, 2016 |

PBN NEWSPAPER ADVERTISING

PROVIDENCE BUSINESS NEWS reporters cover business and politics, and provide in-depth stories and interviews. The popular Focus Section features two or more stories each week on one key industry, along with an applicable Top List. Commentary, guest columns and many important supplements round out the significant content of this award-winning newspaper.

The annual Book of Lists is a must-have 200+ page reference guide of the top companies, organizations and individuals in all key industries and market segments in the area. The Book of Lists is published in mid-January. Lists are updated regularly and available for purchase in Excel format any time during the year.



Special Positions:
 BACK COVER: Plus 20% of earned rate
 OTHER REQUESTS: Plus 15% of earned rate as available.
 MINIMUM SIZE: 1/2 page

DISPLAY ADVERTISING RATES WITH FREQUENCY DISCOUNTS-PER INSERTION.
ALL RATES ARE NET & INCLUDE 4 COLOR



SIZE	1 week	6 weeks	13 weeks	19 weeks	26 weeks	40 weeks	52 weeks
2 Page Spread	\$8,505	\$7,470	\$6,520	\$6,120	\$5,860	\$5,490	\$5,175
Junior Spread	\$6,030	\$5,500	\$4,930	\$4,695	\$4,550	\$4,320	\$4,125
Full Page	\$4,900	\$4,360	\$3,790	\$3,555	\$3,410	\$3,180	\$2,995
Junior Page	\$3,505	\$3,110	\$2,730	\$2,565	\$2,450	\$2,310	\$2,180
1/2 Page	\$3,270	\$2,900	\$2,545	\$2,400	\$2,300	\$2,160	\$2,035
1/3 Page	\$2,525	\$2,260	\$1,980	\$1,870	\$1,800	\$1,680	\$1,585
1/4 Page/Strip Ads	\$2,015	\$1,800	\$1,585	\$1,505	\$1,455	\$1,360	\$1,290
1/6 Page	\$1,555	\$1,400	\$1,240	\$1,165	\$1,140	\$1,115	\$1,015
1/8 Page	\$1,220	\$1,095	\$985	\$945	\$915	\$880	\$820
insert rates	\$2,015	\$1,800	\$1,585	\$1,505	\$1,455	\$1,360	\$1,290

*Front Cover Strip Ad

*ask your account manager for further details

Print Rate Card #34

PRINT AD SIZES (INCHES)

SIZE	Width	Depth
2 Page Spread	21"	13.625"
Junior Spread	15.92"	10"
Full page	10"	13.625"
Junior page	7.46"	10"
1/2 page	10"	6.5"
1/2 page (vert.)	4.92"	13.625"
1/3 page (horiz.)	10"	4.5"
1/3 (vert.)	4.92"	9"
1/4 page	4.92"	6.5"
1/6 page	4.92"	4.44"
1/8 page	2.38"	6.5"
Front Cover Strip	6.5"	1.25"
Strip Ad	10"	1.25"

IMAGE & COLOR REQUIREMENTS

Macintosh format is preferred.
 Acceptable file formats: InDesign, Illustrator, Photoshop or Acrobat PDF, high-res EPS (fonts converted to outlines.)
 Our preferred format is PDF, these files must have all images and fonts embedded.

We accept files under 20 MB via email:
production@pbn.com, also DropBox, High-tail & our FTP server. FTP server address is:
ftp://031d5af.netsolhost.com
 User name is: **upload_ad**
 Password is: **ProvBizNew\$_12**
 All files should be compressed/zipped with your company name. Example: **xyzcompany.pdf**

PDF files and electronic images must be at **300 dpi**. Images pulled from the web are usually **72 dpi**, these images will print poorly and become pixelated.

Full bleeds available on full page and 2 page spreads (IN SPECIAL SECTIONS ONLY.)

TRIM SIZE: 10"x14"
 BLEED + 1/4"
 SAFE AREA 9.5" x 13.5"

All color files must be built in CMYK. LOGOS SHOULD BE VECTOR EPS FILES CONVERTED TO OUTLINES IN ORDER TO WORK IN ALL PRINT/WEB SCENARIOS.

Please contact our Production Director, Darryl Greenlee, at **greenlee@pbn.com** if you are creating any other formats or have any questions.

ANNUAL BOOK OF LISTS

Add 20% to earned frequency to appear in the Book of Lists. Sizes: 1/4, 1/2 and full page. Cover and section sponsorships are available. Best positions are available early in the year; all space reservations are non-cancelable. Book of Lists is published in January and is a compilation of all top lists printed during the year. Subject to first right of refusal until June 30.



SECTION SPONSORSHIP

Select Focus Sections may be sponsored for a fee of \$6,000. Includes logo on section front, full-page four-color ad & 50 additional copies.

SPECIAL SUPPLEMENT SIZES vary and contain a limited number of ad positions. Please contact your account manager for further information.

ADVERTISING DEADLINES

Reservation deadline: Noon Monday, 1 week prior to publication date.
Rough copy: 10 days prior to publication date.
Press Ready Ads: 5 P.M. Tuesday prior to publication date.
Ads needing to be proofed: Noon Monday prior to publication date.
Cancellations cannot be accepted after noon Monday prior to publication date.
All copy is subject to approval of the publisher.

PAYMENT TERMS All advertisements must be prepaid unless credit has been established with Providence Business News. When credit is established, bills are rendered on the date of publication and invoices are payable upon receipt. A service charge of 1.5% per month will accrue after 30 days. Agencies placing advertising for an advertiser guarantee payment due publisher.

COPY RESPONSIBILITY Submission of copy is the responsibility of the advertiser. **Copy from last insertion will be run if new copy is not received by closing date. If no previous insertion, client is liable for cost of contracted space not used and space will be allocated at the discretion of publisher.**

RATE POLICY All contracts and insertion orders are subject to approval of publisher. Advertising will be billed at open rate unless a contract has been submitted for a specific frequency rate and time period. Frequency discounts are determined by the number of issues used or by the number of insertions in a given issue within a 12 month period. All verbal orders are considered binding. Contracts cancelled before completion will be billed at the actual earned rate. Notice of cancellation of an advertisement or a change in its schedule must be received in writing at the Providence Business News office before closing date.

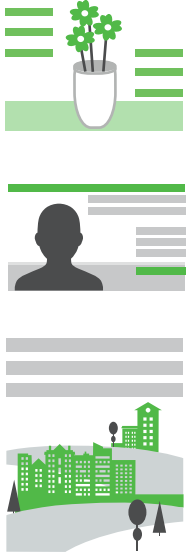
LIMITATION OF LIABILITY All advertising submitted is subject to the approval of the publisher. On acceptance, publication is contingent upon space availability. The publisher shall not be liable for any errors appearing in an advertisement unless the publisher receives corrected copy before deadline with corrections plainly noted. **In the event of an error in an advertisement for which the publisher is liable, liability shall be limited to republishing the advertisement. Make goods are to run in the next available issue.** The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expense arising from claims of libel, unfair competition, unfair trade practice, infringement of trademarks, trade names or patents, violations of privacy and infringement of copyrights and proprietary rights resulting from the publication of the advertiser's advertisements. Advertisers and agencies forwarding orders to the publisher which contain incorrect rates or conditions will be inserted and charged at the regular schedule of rates and conditions in force at the time. The advertiser and/or agency shall designate the ad size and exact width and depth in inches. Advertisements will be published and billed on the basis of exact space ordered. Claims for adjustments due to error must be made in writing within 7 days of insertion. The publisher is liable only for the first insertion.



Providence Business News is audited annually by Circulation Verification Council, a nationally recognized provider of services for confirmation of delivery of print media.

PBN MARKETPLACE LISTINGS

Weekly headings include, but are not limited to:



- announcements / events
- auctions
- business opportunities
- business services
- consulting/training
- educational opportunities
- employment
- financial/legal services
- graphics/design
- web/printing
- merchandise
- real estate
- technology
- telecommunications
- travel / transportation
- utilities

COLUMN WIDTHS

1 column	1.458"
2 columns	3.167"
3 columns	4.875"
4 columns	6.583"
5 columns	8.292"
6 columns	10.00"

ADVERTISING DEADLINES

Reservation deadline: Noon Monday, 1 week prior to publication date.

Rough copy: 10 days prior to publication date.

Press Ready Ads: 5 P.M. Tuesday prior to publication date.

Ads needing to be proofed: Noon Monday prior to publication date.

Cancellations cannot be accepted after noon Monday prior to publication date.

All copy is subject to approval of the publisher.

Display Advertising Rates with Frequency Discounts-Per Insertion. ALL RATES ARE NET & INCLUDE 4 COLOR

SIZE	52 wk	26 wks	19 wks	13 wks	6 wks	1 wks
6" x 12" (Full Page)	\$1,810	\$1,995	\$2,085	\$2,185	\$2,515	\$2,855
6" x 6" (Half Page)	\$1,105	\$1,280	\$1,330	\$1,425	\$1,645	\$1,865
4" x 5"	\$945	\$1,085	\$1,135	\$1,215	\$1,400	\$1,580
3" x 6" (1/4 Page)	\$665	\$755	\$790	\$845	\$975	\$1,100
4" x 4"	\$650	\$750	\$785	\$835	\$965	\$1,090
3" x 5"	\$640	\$740	\$765	\$825	\$945	\$1,075
2" x 7"	\$615	\$705	\$730	\$775	\$905	\$1,015
3" x 4"	\$495	\$565	\$585	\$630	\$725	\$821
2" x 5"	\$475	\$545	\$565	\$615	\$695	\$790
3" x 3"	\$390	\$445	\$465	\$500	\$570	\$655
2" x 4"	\$360	\$405	\$425	\$455	\$530	\$595
2" x 3"	\$275	\$315	\$330	\$345	\$395	\$445
2" x 2"	\$230	\$250	\$270	\$285	\$330	
1" x 3"	\$165	\$175	\$190	\$200		

IMAGE & COLOR REQUIREMENTS

Macintosh format is preferred.
Acceptable file formats; InDesign, Illustrator, Photoshop or Acrobat PDF, high-res EPS (fonts converted to outlines.)
Our preferred format is PDF, these files must have all images and fonts embedded.

PDF files and electronic images must be at **300 dpi**. Images pulled from the web are usually **72 dpi**, these images will print poorly and become pixelated.

All color files must be built in CMYK. LOGOS SHOULD BE VECTOR EPS FILES CONVERTED TO OUTLINES IN ORDER TO WORK IN ALL PRINT/WEB SCENARIOS.

Please contact our Production Director, Darryl Greenlee, at greenlee@pbn.com if you are creating any other formats or have any questions.

ANNUAL BOOK OF LISTS

Add 20% to earned frequency to appear in the Book of Lists. Sizes: 1/4, 1/2 and full page. Cover and section



sponsorships are available.

Best positions are available early in the year; all space reservations are non-cancelable.

Book of Lists is published in January and is a compilation of all top lists printed during the year.

Subject to first right of refusal until June 30.

SECTION SPONSORSHIP

Select Focus Sections may be sponsored for a fee of \$6,000.

Includes logo on section front, full-page four-color ad & 50 additional copies.

SPECIAL SUPPLEMENT SIZES vary and contain a limited number of ad positions.

Please contact your account manager for further information.

ADVERTISING DEADLINES

Reservation deadline: Noon Monday, 1 week prior to publication date.

Rough copy: 10 days prior to publication date.

Press Ready Ads: 5 P.M. Tuesday prior to publication date.

Ads needing to be proofed: Noon Monday prior to publication date.

Cancellations cannot be accepted after noon Monday prior to publication date.

All copy is subject to approval of the publisher.

PAYMENT TERMS:

All advertisements must be prepaid unless credit has been established with Providence Business News. When credit is established, bills are rendered on the date of publication and invoices are payable upon receipt. A service charge of 1.5% per month will accrue after 30 days. Agencies placing advertising for an advertiser guarantee payment due publisher.

REVISIONS: All materials created by PBN include up to three revisions. Any additional revisions: \$65/ea

CANCELLATIONS: Cancellations must be submitted in writing and received by the closing date of the issue in which the advertisement is to appear. No verbal contract cancellations will be accepted. Advertising canceled after the closing date will be billed at the appropriate rate. All advertising contracted for the Book of Lists is noncancelable.

COPY RESPONSIBILITY: Submission of copy is the responsibility of the advertiser. **Copy from last insertion will be run if new copy is not received by closing date. If no previous insertion, client is liable for cost** of contracted space not used and space will be allocated at the discretion of publisher.

RATE POLICY: All contracts and insertion orders are subject to approval of publisher. Advertising will be billed at open rate unless a contract has been submitted for a specific frequency rate and time period. Frequency discounts are determined by the number of issues used or by the number of insertions in a given issue within a 12 month period. All verbal orders are considered binding. Contracts cancelled before completion will be billed at the actual earned rate. Notice of cancellation of an advertisement or a change in its schedule must be received in writing at the Providence Business News office before closing date.

LIMITATION OF LIABILITY All advertising submitted is subject to the approval of the publisher. On acceptance, publication is contingent upon space availability. The publisher shall not be liable for any errors appearing in an advertisement unless the publisher receives corrected copy before deadline with corrections plainly noted.

In the event of an error in an advertisement for which the publisher is liable, liability shall be limited to republishing the advertisement.

Make goods are to run in the next available issue. The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expense arising from claims of libel, unfair competition, unfair trade practice, infringement of trademarks, trade names or patents, violations of privacy and infringement of copyrights and proprietary rights resulting from the publication of the advertiser's advertisements. Advertisers and agencies forwarding orders to the publisher which contain incorrect rates or conditions will be inserted and charged at the regular schedule of rates and conditions in force at the time. The advertiser and/or agency shall designate the ad size and exact width and depth in inches. Advertisements will be published and billed on the basis of exact space ordered. Claims for adjustments due to error must be made in writing within 7 days of insertion. The publisher is liable only for the first insertion.



Providence Business News is audited annually by Circulation Verification Council, a nationally recognized provider of services for confirmation of delivery of print media.



Front Page Exposure. Highest Visibility.

Place your ad on the most visible page of **PBN!**

- Premium, Exclusive Position
- Promote a Special Event or Sale
- Announce an Anniversary, Employee Promotion or New Product
- Preview your ad on an inside page to draw readers to your message

Actual size 6.25" x 1.25"

Celebrating 215 years in Rhode Island!

W WASHINGTON TRUST®

800-475-2265 ~ www.washtrust.com

Member FDIC

PRINT RATES

PBN Contract Level	1-5X	6-13X	19-26X	40-52X
Front Page Ad	\$1,800	\$1,500	\$1,250	\$1,000

- Ad rates based on PBN contract relationship level.
- Specs: 6.5" x 1.25", full color
- Deadline for space reservation: Based on a first come, first served basis (Minimum 14 days prior to publication date.)
- Material Deadline: Noon Monday, 1 week prior to publication date.

For more information please contact your Account Manager
401-273-2201 / advertising@pbn.com

THE POWER OF OWNERSHIP
DOMINATE YOUR CHOSEN ISSUE OF PBN
 with a four-page, four-color advertising media
 which wraps around the entire newspaper.

Suggested Messages:

- Name Change
- Anniversary
- Branch/Showroom Opening
- New Policy/Laws
- Mergers & Aquisitions
- Company Historic Dates
- Philanthropic Endeavors



Your Investment Includes:

- Complete Creative
- Four, Full Page 4-color pages printed on 60 lb., bright-white stock
- 7,750 PBN Distribution
- 500 Over-Runs (wrap only) for Company Use
- 8,250 Total Press Run
- Postal Delivery

TOTAL INVESTMENT: \$20,000 (NET)

THE COVER WRAP ASSURES YOUR COMPANY HUGE BENEFITS IN
BRANDING, AWARENESS & RESPONSE

THERE IS NO DOUBT THAT THE 27,000 PBN READERS* WILL SEE YOUR MESSAGE!

While content is initiated by the client, PBN reserves the final right to determine the acceptability of the message. Materials deadline is 14 business days prior to publication date.

*2014 Subscriber Survey, ** Excludes the Annual Book of Lists issue. Due to US Postal regulations, the Front Cover will remain relatively open and uncomplicated in its design. Only one Cover Wrap can run in any given month. See Cover Wrap Specifications sheet for complete details.

For more information on the PBN cover wrap
 please contact:
 401-680-4800 / advertising@pbn.com

PBN Morning Call
 News stories of interest to southern New England business

LEADERBOARD 728 X 90

in f FOLLOW US

Wednesday, June 17, 2015

SUBMIT YOUR NEWS ...

SUBSCRIBE

EVENTS

ADVERTISE

PBN.COM

TODAY'S STORIES

House votes unanimously to pass budget for FY2016

PROVIDENCE — With a quick pace and little dissent, the Rhode Island House of Representatives approved a budget for the next fiscal year that includes almost everything proposed by first-year Gov. Gina M. Raimondo.

Source: PBN.com

Truck tolls legislation reappears in Senate

PROVIDENCE - A proposal to impose a toll on heavy trucks to pay for repairs to Rhode Island's roads and bridges was resurrected Tuesday as a bill in the state Senate.

Source: sunbiz10.com

TEXT BOX

Capital Center rebuffs developer, won't accept plans for 'difficult' downtown parcel

PROVIDENCE - A plan to build a hotel on the "triangle" lot off the northeast corner of Burnside Park hit a wall Tuesday morning when Capital Center Commission reviewers panned the design of the proposed building.

Source: providencejournal.com

**MEDIUM RECTANGLE 1
300 X 250**

Providence City Council to hold public hearing on lowering taxes for 195, other land

PROVIDENCE - Providence City Council's finance committee agreed at a Monday night meeting to hold a public hearing, likely at the end of June, to consider two ordinances to lower commercial taxes for property developed in the I-195 Redevelopment District Commission and for new construction or rehabilitation of older properties in economically distressed neighborhoods.

Source: providencejournal.com

Pedestrian bridge slated to be a foot higher

PROVIDENCE — A pedestrian bridge crossing the Providence River, connecting the cleared land in the Interstate 195 redevelopment district, will be elevated another foot in height to accommodate rising sea levels, according to the district's executive director.

Source: PBN.com

YWCA Rhode Island acquires Nickerson Community Center

PROVIDENCE — YWCA Rhode Island has acquired the Nickerson Community Center in the Olneyville section of the city.

Source: PBN.com

East Greenwich man pleads guilty to fraud on tax returns

PROVIDENCE (AP) — An East Greenwich man has pleaded guilty to filing several false tax returns that wrongly sought millions of dollars in tax refunds from the U.S. government.

Source: wprl.com

DOR: Revenue exceeds expectations in May, fiscal YTD

PROVIDENCE — Revenue exceeded expectations in both May and on a fiscal year-to-date basis, according to the R.I. Department of Revenue.

Source: PBN.com

The skills gap in the U.S. labor market is becoming a serious problem

The latest report from Job Openings and Labor Turnover Survey (JOLTS) shows that job openings in the United States are at a 15-year high.

Source: businessinsider.com

FDA Tells Food Industry to Phase out Artificial Trans Fats

The Obama administration is ordering food companies to phase out the use of heart-clogging trans fats over the next three years, calling them a threat to public health.

Source: abcnews.go.com

**HALF PAGE
300 X 600**

MOST POPULAR ON PBN.COM

- Mixed-use, life sciences project details revealed at I-195 meeting
- Millennial Professional Group launches website, wants young professionals to stay in R.I.
- GQ names Providence 'coolest city'
- Provant Health Services hit with OSHA violations after employee punctured by used needle
- Raimondo nominates individuals to climate change, library boards

**MEDIUM RECTANGLE 2
300 X 250**

UPCOMING EVENTS

July 2015

40 Under Forty

Winners will be announced on PBN.com June 19th and in PBN's June 22nd issue. Save the Date - July 23rd at the Aldrich Mansion for the 11th Annual 40 Under Forty Event!

August 2015

Healthiest Employees

Enrollment is now open for the 2015 Healthiest Employers Program. Deadline for enrollment is June 19, 2015.

**MEDIUM RECTANGLE 3
300 X 250**

**MEDIUM RECTANGLE 4
300 X 250**

SUBSCRIBE

EVENTS

ADVERTISE

PBN.COM

JOIN US ON



400 Westminster St., Suite 600
 Providence, RI 02903
 Phone: (401) 273-2201
 Fax: (401) 274-6500

DIGITAL ADVERTISING
DAILY E-NEWSLETTERS
MORNING CALL



Morning Call is sent to approximately 10,000 regional professionals every weekday. It summarizes major business items of the day from a variety of news sources.

RATES

Effective: January 1, 2016

SIZE / POSITION	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
Leaderboard	\$5,000	\$4,600	\$4,000	\$3,600
Half Page	\$5,000	\$4,600	\$4,000	\$3,600
Medium Rectangle 1	\$4,100	\$3,800	\$3,400	\$2,800
Medium Rectangle 2	\$4,000	\$3,700	\$3,300	\$2,700
Medium Rectangle 3	\$3,700	\$3,400	\$3,000	\$2,400
Medium Rectangle 4	\$3,400	\$3,000	\$2,400	\$2,000
Text Box Ad	\$3,400	\$3,000	\$2,600	\$2,200

Text Box Ad may consist of one 40-word description as well as a headline and link to your desired landing page.

* All open rate ads are pre-emptable. Rates per month, billed monthly. All are net rates.

Requirements

Supported ad types: gif or jpg, animated gif.
 (Flash files are NOT supported)

MORNING CALL OPEN RATE: 35%

LEADER BOARD 728 X 90

TODAY'S STORIES

Rhode Island Mall sold to Baltimore company
 The Rhode Island Mall has been sold to a Baltimore company with a history of revamping distressed retail properties.

DOR: Meat, beverage, hotel tax collections rise in April
 Meat and beverage tax collections rose 8.1 percent year over year in April and hotel tax collections jumped 21.3 percent during the same period, according to the R.I. Department of Revenue.

MEDIUM RECTANGLE 1
300 X 250

TEXT BOX

Study: R.I. not the place to retire rich
 Rhode Island is not the place to retire if you are rich.

Incumbent Worker Training Grants available
 A total of \$1.7 million in Incumbent Worker Training Grants are available for fiscal 2016 on a rolling basis, according to the Governor's Workforce Board.

MEDIUM RECTANGLE 2
300 X 250

MEDIUM RECTANGLE 3
300 X 250

- MOST POPULAR ON PBN.COM**
- 1 PBN names 2015 40 Under Forty
 - 2 Alliance Security moving to Cranston
 - 3 Wallethub: R.I. eighth-worst summer road trip destination
 - 4 Teespring moving customer service to Kentucky
 - 5 Providence Journal building sale completed

Census Bureau: Bristol County oldest in R.I., Providence County youngest
 With a median age of 44.3, Bristol County is the oldest county in Rhode Island, and with a median age of 37.2, Providence County is the youngest, according to the U.S. Census Bureau.

Consumer sentiment in U.S. rose in June to five-month high
 Consumer confidence climbed in June to a five-month high as an improving job market boosted Americans' attitudes about the world's largest economy.

Court decision on gay marriage a victory for America, Obama says
 The U.S. Supreme Court's ruling that gay marriage is legal nationwide is a "victory for America," President Barack Obama said, declaring that justice had arrived for same-sex couples with "a thunderbolt."

- UPCOMING EVENTS**
- July 2015**
40 Under Forty
 Celebrate with the 2015 40 Under Forty winners on July 23rd at the Atcham Mansion in Warwick Neck overlooking beautiful Narragansett Bay. Register Today.
- August 2015**
Healthiest Employers
 ENROLLMENT DEADLINE EXTENDED TO JULY 31RD for the 2015 Healthiest Employers Program.
- September 2015**
Fastest Growing & Innovative Companies
 PBN's New Academy Applications for the 4th Annual Fastest Growing & Most Innovative Companies Program.

INSIDE THIS WEEK'S EDITION

PCU transition not seen hindering growth
 When Karl A. Kozak joined Pawtucket Credit Union as its president and CEO in 1991 he had \$120 million in assets, a single branch and 29 employees. He retired last month and handed the torch to George J. Charette III.

Top 5 Rhode Island Credit Unions

MEDIUM RECTANGLE 4
300 X 250

DIGITAL CONTENT

Five Questions With: Chris Simpson
 Founder and artistic director Contemporary Theater Company discusses the latest developments at the theater company, which include the May purchase of the building at 321 Main St., next to the theater.

Of two projects proposed for former I-195 land in Providence, which should receive public subsidy, if any?

Better plans on roads were needed
 Have you been enjoying the traffic patterns and smooth rides on Providence's Weybosset Street, courtesy federally and city-funded work done in the last three-plus years? If you haven't, better take a drive there now, because one of the ...

Reauthorize the Export-Import Bank
 In 1934, with the U.S. economy still mired in the depths of the Great Depression, President Franklin D. Roosevelt established the Export-Import Bank in order to make it easier for American companies to sell their goods in ...

OPINION

Better plans on roads were needed
 Have you been enjoying the traffic patterns and smooth rides on Providence's Weybosset Street, courtesy federally and city-funded work done in the last three-plus years? If you haven't, better take a drive there now, because one of the ...

Reauthorize the Export-Import Bank
 In 1934, with the U.S. economy still mired in the depths of the Great Depression, President Franklin D. Roosevelt established the Export-Import Bank in order to make it easier for American companies to sell their goods in ...

BOOKEND 728 X 90

DIGITAL ADVERTISING
DAILY E-NEWSLETTERS
YOUR DAILY EDITION



Your daily edition E-Newsletter is sent to approximately **10,000** regional professionals every weekday afternoon. Content straight from the PBN newsroom, your daily edition features the day's top business news headlines.

RATES Effective: January 1, 2016

SIZE / POSITION	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
Leaderboard/Bookend	\$5,500	\$5,000	\$4,500	\$4,000
Medium Rectangle 1	\$4,500	\$4,100	\$3,650	\$3,200
Medium Rectangle 2	\$4,200	\$3,800	\$3,450	\$3,000
Medium Rectangle 3	\$4,100	\$3,700	\$3,350	\$2,900
Medium Rectangle 4	\$3,800	\$3,400	\$3,100	\$2,700
Text Box Ad	\$3,400	\$3,000	\$2,600	\$2,200

Text Box Ad may consist of one 40-word description as well as a headline and link to your desired landing page.

* All open rate ads are pre-emptable. Rates per month, billed monthly. All are net rates.

Requirements

Supported ad types: gif or jpg, animated gif.
 (Flash files are NOT supported)

DAILY EDITION OPEN RATE: 34%

DIGITAL ADVERTISING WEEKLY E-NEWSLETTERS

MONDAY



healthcare

TUESDAY



banking & finance

WEDNESDAY



technology

THURSDAY



real estate

FRIDAY



non-profit

Industry specific e-newsletters are sent to over 8,000 regional professionals and vertical subscribers each afternoon. Content straight from the PBN newsroom, these newsletters cover industry specific trends and top stories for the week.

PBN Banking & Finance
 FOLLOW US [Twitter] [Facebook] [LinkedIn] Tuesday, June 23, 2015 [SUBMIT YOUR NEWS...]
 SUBSCRIBE | EVENTS | ADVERTISE | PBN.COM

LEADER BOARD 728 X 90

The Federal Deposit Insurance Corp. is accepting comments on its proposal to change its deposit insurance assessment system among FDIC-insured banks with less than \$10 billion in total assets.

TODAY'S STORIES

Five Questions With: Patricia Antonelli
 Partner at Partridge Snow & Hahn LLP discusses some of this year's changes to the state's banking regulations.

Citizens appoints two new presidents
 Citizens Financial Group Inc. this week appointed two new bank presidents in Massachusetts and Connecticut to lead the financial institution in civic, business and community engagement across those two states.

MEDIUM RECTANGLE 2
 300 X 250

Bank Rhode Island gives to Capital Good Fund

Bank Rhode Island last week provided the Capital Good Fund with a \$7,500 grant, helping the organization expand a financial service program to more individuals and families.

TEXT BOX

Washington Trust refinancing New Haven housing

Westerly-based Washington Trust Bancorp this month announced a \$2.1 million refinancing package for a University of New Haven off-campus student-housing complex.

Fitch upgrades Cranston outlook

An international rating agency has upgraded the city of Cranston's financial outlook from stable to positive.

Webster names O'Connell SVP

Webster Private Bank this month announced Christopher K. O'Connell is its new senior vice president, senior private banker and regional market executive for Rhode Island and Massachusetts.

PEOPLE IN THE NEWS

W. Frazier Bell

W. Frazier Bell has been named vice president and sales manager at BankNewport.

Al Cumpido Jr.

Al Cumpido Jr. has been appointed director of investment research at Independence Financial Partners.

Five Questions With: Michael

DeCataldo
 Managing partner of Sansiveri, Kimball & Co. talks about the company as it marks its 40th anniversary.

EVENTS

Lend a hand

The Center for Women & Enterprise will host a panel discussion on financing strategies.

Ahead of the game

The Hive RI will host Mike O'Sullivan of MPOS Associates for the next Lunch & Learn

BOOKEND 728 X 90

SUBSCRIBE | EVENTS | ADVERTISE | PBN.COM

JOIN US ON [Twitter] [Facebook] [LinkedIn]



400 Westminster St., Suite 600
 Providence, RI 02903
 Phone: (401) 273-2201
 Fax: (401) 274-6860

To discontinue receiving this e-newsletter, click here. | Unsubscribe from ALL PBN Newsletters, to subscribe to other e-newsletters, click here. | Forward to a friend.

RATES

Effective: January 1, 2016

SIZE / POSITION	WEEKLY	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
Leaderboard/Bookend	\$800	\$2,900	\$2,600	\$2,100	\$1,800
Medium Rectangle 1	\$750	\$2,800	\$2,400	\$1,900	\$1,600
Medium Rectangle 2	\$725	\$2,700	\$2,300	\$1,800	\$1,500
Medium Rectangle 3	\$700	\$2,600	\$2,000	\$1,600	\$1,300
Text Box Ad	\$850	\$3,400	\$3,000	\$2,600	\$2,200

Text Box Ad may consist of one 40-word description as well as a headline and link to your desired landing page.

* All open rate ads are pre-emptable. Rates per month, billed monthly. All are net rates.

Requirements

Supported ad types: gif or jpg, animated gif.
 (Flash files are NOT supported)

WEEKLY E-NEWS AVERAGE OPEN RATE: 28%

WEBSITE ADVERTISING 2016

PBN.COM offers viewers breaking news along with the latest business and industry news, commentary, calendar and events information.



LEADERBOARD

BANKING
Forbes: WashTrust one of 50 most trustworthy financial companies

Forbes on Monday named Washington Trust Bancorp one of the top 50 most trustworthy financial companies in the country.
BY JENNIFER ASKEW

LATEST NEWS

Payrolls in U.S. increased 215,000 in July
 Employees added 215,000 jobs in July and the unemployment rate held at a seven-year low of 5.3 percent, signs of further progress in the U.S. labor market that's keeping the Federal Reserve on the...
BY JENNIFER ASKEW

WashTrust completes Halsey Associates purchase
 Washington Trust Bancorp Inc., parent of Washington Trust Co., paid \$7.1 million to complete the acquisition of Halsey Associates Inc., increasing the bank's wealth management assets by 15 percent.
BY JENNIFER ASKEW

Lifespan Lyme Disease Center opens at Newport Hospital
 Lifespan has created the Lifespan Lyme Disease Center at Newport Hospital, which it said is the first of its kind in the state.
BY JENNIFER ASKEW

Aggen Aerogels narrows loss in Q2
BY JENNIFER ASKEW

Sonata to acquire sensing portfolio of CBT for \$1B
BY JENNIFER ASKEW

National Grid UK will without power after storm
BY JENNIFER ASKEW

RLJ: New England third lowest inflation rate in June
BY JENNIFER ASKEW

FULL BANNER

Five Questions With: Marjory Gomez O'Toole

Managing director of the Little Compton Historical Society discusses the group's mission and fundraising efforts.

- **Lee Belliveau** SATURDAY, AUGUST 1
- **Jeff Goodfellow** SATURDAY, AUGUST 1
- **Jeffrey Leggett** SATURDAY, AUGUST 1
- **Leo R. Noretti** SATURDAY, AUGUST 1

POPULAR

1. No more Viagra: CVS drops Pfizer's erectile dysfunction drug
2. SE Greenhouse recognized by SBA, to receive \$50K
3. Storms knock out power to more than 120K in R.I.
4. Energy-production facility planned for Burrillville
5. Mattelto: New PawSox proposal could come out within few weeks

INSIDE THIS WEEK'S PRINT EDITION AUGUST 3, 2015

Getting others involved is in Cronin's DNA
 Insurer true to Rhody roots
 Home closing gears
 Invested in neighborhood redevelopment?
 Collaboration spurs next generation of designers

Launch the e-Edition [Sign up](#) | [Log in](#)

PRESS RELEASES

THE BRANDI PROJECT
 The East Greenwich Animal Protection League and The Brandi Project team up

The Brandi Project offers a new concept in financial support for animal shelters, and is collaborating with the East Greenwich Animal Protection League to help the no-kill shelter raise funds.

- **New Rhode Island Red Food Tours Launches in Newport** TUESDAY, JULY 7
- **EveryBit Begins Providing Enterprise Payment Management Services to SES America** WEDNESDAY, JULY 7
- **Husband and Wife Team: Colgans Named Young Entrepreneurs of the Year for RI and CT** THURSDAY, JULY 7

SEARCH

EVENTS [PBN Hosted](#) [Calendar](#)

DEADLINE EXTENDED
 Tuesday, August 11th - to submit applications for the 4th Annual Fastest Growing & Most Innovative Companies Program.

Healthiest Employers
 Join PBN August 13th to recognize the 2015 Healthiest Employers at the Providence.

Business Excellence Awards
 Apply today for the Region's Premier Awards Program - PBN's Business Excellence ...

[Find out more about all PBN Events >](#)

MEDIUM RECTANGLE

EMAIL NEWSLETTERS

PBN LISTS CENTER

Get the most up-to-date data on the...

Rhode Island and southern Massachusetts business community from the PBN List Center. Download and purchase PBN Lists as well as the complete Book of Lists in Excel format.
[Learn more >](#)

MEDIUM RECTANGLE

MEDIA [PBN Videos](#) [Sponsored](#)

2015 Business Women Video
 2015 CFO Awards - Winners Video
 2015 Manufacturing Awards - Ava Anderson NonToxic
 2015 Manufacturing Awards - Edesia
ALL PBN Videos >

59,970
 average monthly unique visitors

100,161
 average sessions per month

344,592
 average page views per month

(* July 2015 Google Analytic)

Each page of PBN.com has just 4 ad positions, ensuring an uncluttered environment and high exposure.

ROS ADVERTISING

Rate Card #10 | Effective: January 1, 2016

IMP/MONTH	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
50,000 - 74,999	\$50	\$46	\$39	\$29
75,000 - 99,999	\$42	\$38	\$32	\$24
100,000 - 149,999	\$34	\$31	\$26	\$20
150,000 plus	\$27	\$24	\$20	\$15

All rates are NET, and billed total impressions x cpm per month.

PRODUCTION REQUIREMENTS: Three ad sizes will rotate site-wide.

1. LEADERBOARD 728 X 90
2. FULL BANNER 468 X 60
3. MEDIUM RECTANGLE 300 X 250

- If fewer than three sizes are provided, add 25% to applicable rate.
- Detailed production requirements on back.

ONLINE PRODUCTION GUIDELINES

Production Requirements

- Acceptable file formats are JPEG, GIF and SWF.
- If submitting SWF files, also submit a folder with the native Flash File (FLA) and all images/fonts, etc. collected.
- All files should be RGB color mode.
- PBN requires two full business days to test and prepare standard GIF/JPEG creative submissions.
- Include URL for the landing page.
- There is a file size limitation of 1MB.
- As always, the larger a file is, the more time it will take to load.

*** Shockwave files (.swf) are not compatible with e-mail software. We recommend using animated GIF files, if your ads require animation. However; approximately 7 percent of business email recipients are currently using Microsoft Outlook 2007. Outlook 2007 utilizes the Microsoft Word HTML rendering engine which prevents animated GIFs from displaying the animation, instead it displays only the first frame. If you must use animations in newsletter ads, please ensure that the most important frame is the first frame of the animation.**

FILE CREATION GUIDELINES

Files created with Adobe Flash

- The current standard for click tracking with Flash movies is clickTAG. With out the parameter implemented correctly, clicks cannot be tracked.
- We recommend that all Adobe (or Macromedia) Flash users review the information regarding the correct implementation of clickTAG at:
<http://adserver.pbn.com/docs.html/manual.clicktrack.html#flash>

PRINT regular issue

PRINT AD SIZES (INCHES)		
SIZE	Width	Depth
2 Page Spread	21"	13.625"
Junior Spread	15.92"	10"
Full page	10"	13.625"
Junior page	7.46"	10"
1/2 page	10"	6.5"
1/2 page (vert.)	4.92"	13.625"
1/3 page (horiz.)	10"	4.5"
1/3 (vert.)	4.92"	9"
1/4 page	4.92"	6.5"
1/6 page	4.92"	4.44"
1/8 page	2.38"	6.5"
Front Cover Strip	6.5"	1.25"
Strip Ad	10"	1.25"

Macintosh format is preferred.

Acceptable file formats;

- **InDesign**
- **Illustrator**
- **Photoshop**
- **Acrobat PDF**
- **High-res EPS**
(fonts converted to outlines.)

Our preferred file format is **PDF**, all files must have all images and fonts embedded.

We accept files under 20 MB via email: **production@pbn.com**, also DropBox, Hightail & our FTP server.

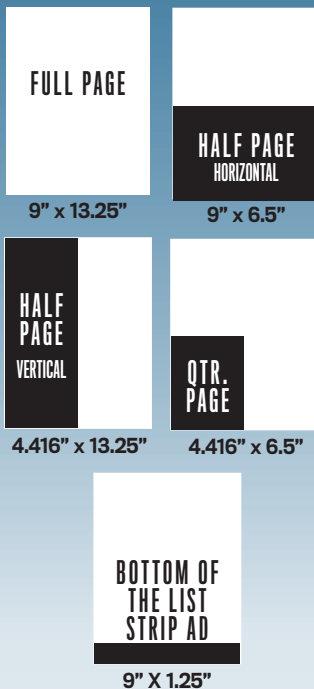
FTP server address is:
ftp://031d5af.netsolhost.com

User name is: **upload_ad**

Password is: **ProvBizNew\$_12**

All files should be compressed/zipped with your company name.
Example: **xyzcompany.pdf**

PRINT special section



TRIM SIZE: 10"X14"
BLEED + .25" on all sides
SAFE AREA 9.5" x 13.5"

*** Full bleeds**

Available on full page and 2 page spreads (*in special section only.)

All color files must be built in CMYK.

LOGOS should be vector eps files converted to outlines in order to work in all PRINT/WEB scenarios.

*PDF files and electronic images must be at **300 dpi**. Images pulled from the web are usually **72 dpi**, these images will print poorly and become pixelated.

DIGITAL

Acceptable file formats are **JPEG, GIF** and **SWF**.

If submitting SWF files, also submit a folder with the native Flash File (FLA) and all images/fonts, etc. collected, as well as a JPEG or GIF as a fallback image for mobile devices.

All files should be **RGB color mode, 72 DPI**.

PBN requires two full business days to test and prepare standard GIF/JPEG creative submissions.

Include URL for the landing page.

There is a file size limitation of **1MB**.

As always, the larger a file is, the more time it will take to load.

Shockwave files (.swf) are not compatible with e-mail software or mobile devices. We recommend using animated GIF files, if your ads require animation. However; approximately 7 percent of business email recipients are currently using Microsoft Outlook 2007. Outlook 2007 utilizes the Microsoft Word HTML rendering engine which prevents animated GIFs from displaying the animation, instead it displays only the first frame. If you must use animations in newsletter ads, please ensure that the most important frame is the first frame of the animation.

3rd party ad tags are not compatible with email. Please submit image file & click through URL.

FILE CREATION GUIDELINES

Files created with Adobe Flash
The current standard for click tracking with Flash movies is clickTAG. Without the parameter implemented correctly, clicks cannot be tracked.

We recommend that all Adobe (or Macromedia) Flash users review the information regarding the correct implementation of click TAG at: **http://adserver.pbn.com/docs/html/manual/clicktrack.html#flash**