

# Online and Internet Advertising

[www.homebusinessmag.com/online-advertising](http://www.homebusinessmag.com/online-advertising)

The online websites for HOME BUSINESS® Magazine (HBM) offer advertisers the top content sites for home business. Established in 1996, HBM Online was one of the first major business sites. HBM Online includes the industry's leading website, an online EXPO, a custom Facebook community, social media, an E-Newsletter, and a Mobile Website. HBM offers clean rich content portals with no advertising Pop-ups nor the usual background advertising noise that detracts visitors and slows website performance. Test it yourself. See how quickly pages load and you are able to navigate through the different websites. HBM Online offers the best online advertising mediums to reach the home-based business market.

## Banner Advertising at HBM Online -

[www.homebusinssmag.com/banner-ads](http://www.homebusinssmag.com/banner-ads)

Choose from among multiple sizes and placements. All common formats accepted including Rich Text Media. Order by impressions or durations of time. HBM Online Click Through Rates typically average 2-3 times industry standard CTR Rates. Don't have a Banner Ad? Let HBM design one for you.

The screenshot shows the Home Business Magazine website interface. Several banner ad sizes are highlighted with yellow boxes and labels:

- 728 x 90 - LEADERBOARD**: Located at the top of the page.
- 300 x 250 RECTANGLE BANNER**: Located on the right side of the page.
- 160X600 SKYSCRAPER BANNER**: Located on the left side of the page.
- 300 x 600 HALF-PAGE BANNER**: Located on the right side of the page.
- 468 x 60 - CENTER OF PAGE**: Located at the bottom center of the page.
- 125 x 125 SQUARE BANNER**: Two instances are shown at the bottom right of the page.

## Sponsorships at HBM Online -

[www.homebusinssmag.com/sponsor-ads](http://www.homebusinssmag.com/sponsor-ads)

Link your advertising message directly within HBM's quality editorial content. Place an Article Sponsor Banner or sponsor one of the HBM Online Resource content Channels.

The screenshot shows the Home Business Magazine website with two specific sponsorship opportunities highlighted:

- Article Sponsor Banner**: A yellow box labeled "ARTICLE SPONSOR BANNER" is placed over an article titled "Sneak a Start-Up Around Your Day Job!". A red arrow points from the "Article Sponsored By" field to this banner.
- Resource Channel Sponsor**: A yellow box labeled "RESOURCE CHANNEL SPONSOR" is placed over a "Business Start-Up" resource channel. A red arrow points from the "Sneak a Start-Up Around Your Day Job!" article to this sponsor box.

## EXPO Advertising -

[www.homebusinessmag.com/expo-ads](http://www.homebusinessmag.com/expo-ads)

The HBM EXPO

([www.expo.homebusinessmag.com](http://www.expo.homebusinessmag.com)) is the industry's largest directory of Business Listings ([/listing](#)). Hundreds of aspiring entrepreneurs visit the EXPO each day. The HBM EXPO also includes e-classifieds ([/classified](#)), Events ([/event](#)), and Articles ([/article](#))

## Facebook and Social Media Marketing –

Social Media must be part of your Digital marketing mix. HBM Online offer's advertising at its Facebook website and via Twitter feeds.

## VIDEO Advertising -

<http://www.homebusinessmag.com/video-ads>

With its HBTV Channel and entire website optimized for video, Home Business Magazine (HBM) ONLINE offers the industry's best way to promote your video and to engage in video advertising. Video communication has grown to be an essential part of your marketing connection. HBM Online offers several ways to Video Advertise including a Business Video, Showcase video and Video embedded into a Banner Ad.

## MOBILE WEB from HBM Online -

[www.homebusinessmag.com/mobile-web-ad](http://www.homebusinessmag.com/mobile-web-ad)

The Mobile Device Version of HOME BUSINESS® Magazine (HBM Mobile Web) provides an advertising gateway into the emerging market of those who connect to the Internet via hand-held mobile devices. This market includes 70% of U.S. households and will reach 1 billion users worldwide by 2013. Advertise with a Mobile Website Sponsorship.

The screenshot shows the EXPO HOME BUSINESS MAGAZINE website interface. At the top right, a yellow banner reads "468 X 60 - TOP BANNER". Below the navigation bar, there are sections for "Text Search", "Featured Listings" (including "1&1" and "181 Internet, Inc."), "Featured Classifieds", and "Upcoming Events". A sidebar on the right features a "180 X 150 FEATURED BANNER" and a "HOME BUSINESS SALES TUNE-UP" graphic. At the bottom, a yellow banner reads "728 X 90 - LEADERBOARD". A red box highlights a "MAILING LIST" section, and a yellow box with a red arrow points to a "Would You Like to be in EXPO SPONSOR LINK" section.

The screenshot shows the HOME BUSINESS MAGAZINE website interface. At the top right, there are navigation links for "ABOUT US", "CONTACT US", "ADVERTISE", "SUBSCRIBE", "REGISTER", and "LOGIN". Below the navigation bar, there are sections for "HBM Resources", "HBTV", "Business Start-Up", "Money", "Marketing", "Sales", "Management", "E-Commerce", "Home Office", "Lifestyles", "Newsstand", and "Telecommuting". A central video player shows a video titled "UPS Technology Allows Businesses to Reach Full Potential". To the right of the video player, there are two yellow banners: "VIDEO EMBEDDED IN 300 X 250 BANNER" and "VIDEO EMBEDDED IN 300 X 600 BANNER". Below the video player, there are sections for "Business Video Showcase", "Rotovac", "U.S. Career", and "Occasionogra". At the bottom, there is a "DIGITAL EDITION" section.