

AD PACKAGES - ONLINE - MOBILE - DIGITAL - HOME BUSINESS MAGAZINE (HBM)

PACKAGES:	HBM ONLINE Starter Pack	HBM ONLINE Premium	HBM Channel Sponsor	Mobile Web Starter Pack	Mobile Web Premium	Digital Edition Promotion	FULL HBM ONLINE SPONSOR	FULL HBM ONLINE + MOBILE SPONSOR	PRIVATE BRAND PARTNER WITH HBM
DURATION (%Savings):									
1 Month:	\$283	\$964	\$1,312	\$945	\$3,090	\$1,710	\$1,934	\$4,902	\$8,055
2 Months (5%):	\$537	\$1,831	\$2,492	\$1,458	\$5,533	\$3,249	\$3,675	\$9,313	\$13,552
3 Months (10%):	\$763	\$2,603	\$3,542	\$1,872	\$7,663	\$4,617	\$5,223	\$13,235	\$19,827
6 Months (20%):	\$1,356	\$4,627	\$6,296	\$2,959	\$13,253	\$8,208	\$9,285	\$23,529	\$33,190
1 Year (30%):	\$2,374	\$8,097	\$11,019	\$4,822	\$22,836	\$14,364	\$16,248	\$41,175	\$56,862
TYPES OF PROMOTION:									
Eclassified	X	X					X	X	X
1 Banner (1)	X	X					X	X	X
2 Banner & 1/2 Page Banner		X					X	X	X
Resource Channel Sponsor			X				X	X	X
Article Sponsorship (2)			X				X	X	X
Sponsored Link			X				X	X	X
Create Mobil Website (3)				X	X			X	X
RSS Feeds (4)				X	X			X	X
Mobile Web Sponsor					X			X	X
Digital Edition Video						X			X
Digital Edition Page Zero (5)						X			X
Print Display Ad in HBM									X

(1) Any Ad Banner size excluding 1/2 Page

(2) Includes 3 Subject Categories

(3) Requires sign-up with Mofuse for hosting of your mobile webiste. Includes one-time fee to configure website.

(4) Includes 1 Channel

(5) Page Zero Ad for 1 week in every 4 week duration

SEE THE NEXT PAGE FOR PRICING ON SPECIFIC TYPES OF ONLINE, MOBILE & DIGITAL ADVERTISING

HOME BUSINESS MAGAZINE (HBM)

ONLINE ADVERTISING RATES

Date: February 15, 2010

Contact: shannon@homebusinessmag.com or advertise@homebusinessmag.com

For complete information visit: www.homebusinessmag.com/advertise

ADVERTISING TYPES:

	7 Days	15 Days	30 Days
MOBILE WEBSITE SPONSOR	\$695	\$1,340	\$2,383
BANNER AD MOBILE WEBSITE	\$195	\$376	\$669
Create Mobile Banner :	\$75		

MOBILE WEBSITE DESIGN & HOST

Build Mobile Website Home Page:	\$475	One Time Fee
Hosting with Mobile Fusion*: Basic Package:	\$29	per month (Regular \$39/mo)
Hosting with Mobile Fusion*: Small BIZ Package:	\$69	per month (Regular \$89/mo)
Video for Mobile Web (optional):	\$300	One Time Fee

* Sign Up Direct with Mobile Fusion after receiving Promotion Code from HBM

	Savings:	1 Month:	2 Mo.'s:	3 Mo.'s:	6 Mo.'s:
R.S.S. FEED TEXT LINK (into Mobile Website)			5%	10%	20%
Text Link in 1 Channel		\$575	\$1,093	\$1,553	\$2,760
Text Link in 2 Channels	5%	\$1,093	\$2,076	\$2,950	\$5,244
Text Link in 3 Channels	10%	\$1,553	\$2,950	\$4,192	\$7,452
Run of Site (12 Channels)	20%	\$5,520	\$10,488	\$14,904	\$26,496

	Savings:	7 Days	15 Days	30 Days	2 Months
DIGITAL EDITION ADVERTISING			10%	20%	30%
PAGE ZERO FULL PAGE AD		\$1,900	\$3,420	\$6,080	\$12,160
EMBED VIDEO IN AD		\$375	One Time Fee		

CUSTOM WEBSITE LANDING PAGE	\$1,250	\$1,188	\$1,125	\$1,000	Per Month
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	Savings:	1 Month:	2 Mo.'s:	3 Mo.'s:	6 Mo.'s:	12 Mo.'s:
E-CLASSIFIEDS REGULAR WEBSITE:*			5%	10%	20%	30%
1 Eclassified		\$29	\$55	\$78	\$139	\$244
2 Eclassifieds (price per ad)	10%	\$26	\$50	\$70	\$125	\$219

SPONSORED LINKS:

Link in 1 Channel		\$175	\$333	\$473	\$840
Link in 2 Channels	5%	\$333	\$632	\$898	\$1,596
Link in 3 Channels	10%	\$473	\$898	\$1,276	\$2,268
Run of Site (12 Channels)	20%	\$1,680	\$3,192	\$4,536	\$8,064

ARTICLE SPONSOR:**

Articles in 1 Category		\$225	\$428	\$608	\$1,080
Articles in 2 Categories	5%	\$428	\$812	\$1,154	\$2,052

Articles in 3 Categories	10%	\$608	\$1,154	\$1,640	\$2,916
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SPONSORED RESOURCE CHANNEL:**

1 Resource Channel		\$675	\$1,283	\$1,823	\$3,240
2 Resource Channels	5%	\$1,283	\$2,437	\$3,463	\$6,156
3 Resource Channels	10%	\$1,823	\$3,463	\$4,921	\$8,748

BANNER ADS (Regular Website):***

Savings:	1 Month:	2 Mo.'s:	3 Mo.'s:	6 Mo.'s:
		5%	10%	20%

LEADERBOARD (728 X 90)

Duration Pricing:		\$285	\$542	\$770	N/A
Impressions Pricing:		CPM:	TOTAL:		
10,000		\$20.00	\$200		
20,000	5%	\$19.00	\$380		
30,000	10%	\$18.00	\$540		
40,000	15%	\$17.00	\$680		
50,000	20%	\$16.00	\$800		
EXCLUSIVE Display:		7 Days	15 Days	30 Days	
(Call for Availability)			10%	20%	
			\$0	\$0	

SKYSCRAPER (120 X 600)

Duration Pricing:		\$270	\$513	\$729	N/A
Impressions Pricing:		CPM:	TOTAL:		
10,000		\$19.00	\$190		
20,000	5%	\$18.05	\$361		
30,000	10%	\$17.10	\$513		
40,000	15%	\$16.15	\$646		
50,000	20%	\$15.20	\$760		
EXCLUSIVE Display:		7 Days	15 Days	30 Days	
(Call for Availability)			10%	20%	
			\$0	\$0	

RECTANGLE (300 X 250)

Duration Pricing:		\$275	\$523	\$743	N/A
Impressions Pricing:		CPM:	TOTAL:		
10,000		\$20.00	\$200		
20,000	5%	\$19.00	\$380		
30,000	10%	\$18.00	\$540		
40,000	15%	\$17.00	\$680		
50,000	20%	\$16.00	\$800		
EXCLUSIVE Display:		7 Days	15 Days	30 Days	
(Call for Availability)			10%	20%	
			\$0	\$0	

CENTER OF PAGE (468 X 60)

Duration Pricing:		\$210	\$399	\$567	N/A
Impressions Pricing:		CPM:	TOTAL:		
10,000		\$15.00	\$150		
20,000	5%	\$14.25	\$285		
30,000	10%	\$13.50	\$405		
40,000	15%	\$12.75	\$510		
50,000	20%	\$12.00	\$600		
EXCLUSIVE Display:		7 Days	15 Days	30 Days	

(Call for Availability)

10%
\$0

20%
\$0

SQUARE SIZE (125 x 125)

Duration Pricing:

\$188

\$357

\$508

N/A

Impressions Pricing:

CPM:

TOTAL:

10,000

\$12.50

\$125

20,000

5%

\$11.88

\$238

30,000

10%

\$11.25

\$338

40,000

15%

\$10.63

\$425

50,000

20%

\$10.00

\$500

HALF PAGE (300 X 600)

Duration Pricing:

\$487

\$925

\$1,315

N/A

Impressions Pricing:

CPM:

TOTAL:

10,000

\$32.50

\$325

20,000

5%

\$30.88

\$618

30,000

10%

\$29.25

\$878

40,000

15%

\$27.63

\$1,105

50,000

20%

\$26.00

\$1,300

EXCLUSIVE Display:

7 Days

15 Days

30 Days

(Call for Availability)

10%

20%

\$0

\$0

Banner Design Fees: \$100 - 728X90 & 120X60; \$75 - 468X60; \$50 - 125X125; \$150 - 300x600

CUSTOM WEBSITE LANDING PAGE

\$1,250

\$1,188

\$1,125

\$1,000

Per Month

VIDEO AD

Video FIXED for # Days

**Number
of Days**

**Price/
Day**

**Total
Price**

1

\$

99

\$

99

2

\$

94

\$

188

3

\$

94

\$

282

4

\$

89

\$

356

5

\$

89

\$

446

6

\$

84

\$

505

7

\$

84

\$

589

15

\$

79

\$

1,188

30

\$

69

\$

2,079

PRIVATE BRAND PARTNERSHIP:

Contact HBM for customized pricing

* E-Classifieds: Visibility & Priority options available for purchase. See online order form.

** Check for Availability: Only 1 Article Sponsor per Category & 1 Channel Sponsor per Channel

*** Banner Ad Pricing is either durations of time (1 mo., 2 mo.'s, 3 mo.'s) or blocks of Impressions

CPM = Price per 1,000 Impressions