



### What Is TheFutureOfAmericanBusiness.com?

TheFutureOfTheAmericanBusiness.com is a web destination for a broad universe of business executives, business owners, employees, contractors and decision makers covering virtually every US industry, profession and trade.

TheFutureOfAmericanBusiness.com audience has been enhanced with data points from KMA's proprietary B2B databases including: **Business Basics** (60 million business contacts at 18 Million Companies), **B2B Transitions** (2.5 Million Business Executives on the move), **Licensed Professionals** (Over 17 Million Verified Business Licensees) and **New Business Stages** (10 Million Businesses in the process of starting up).

The enhanced data selections come from newsletter/publications subscribers, survey responders, online transactions, product buyer files, specialty data, associations & memberships, business profession license filings, Secretary of State filings, corporate registrations and proprietary sources.



### Advertising Options

- Dedicated Emails
- Newsletter Sponsorships
- Poll Questions & Sponsorship
- Lead Generation
- Custom Audiences
- Facebook Advertising

#### FIRMOGRAPHICS

Job Title, Job Function, Business Start Date, Business Type, Minority/Woman Owned, Public/Private, Years in Business, Sales Volume, Number of Employees, SIC / NAICS Codes, etc.

#### LICENSED PROFESSIONALS

Accountants, Architects, Chiropractors, Contractors, Doctors, Electricians, Engineers, Financial Professionals, Insurance Professionals, Lawyers, Therapists, Nurses, Pharmacists, Plumbers, Real Estate Professionals, etc.

#### TRANSITION DATA

Business Moves, C-Level Changes, Job Title/Function Changes, Employee Size Changes, Sales Volume Changes, Square Footage, Credit Activity, etc.



## DIGITAL RATE CARD 2015

### Newsletter Template



#### Advertorial 1

Headline: 50 Characters  
Article Teaser: 250 Characters

#### Advertorial 2

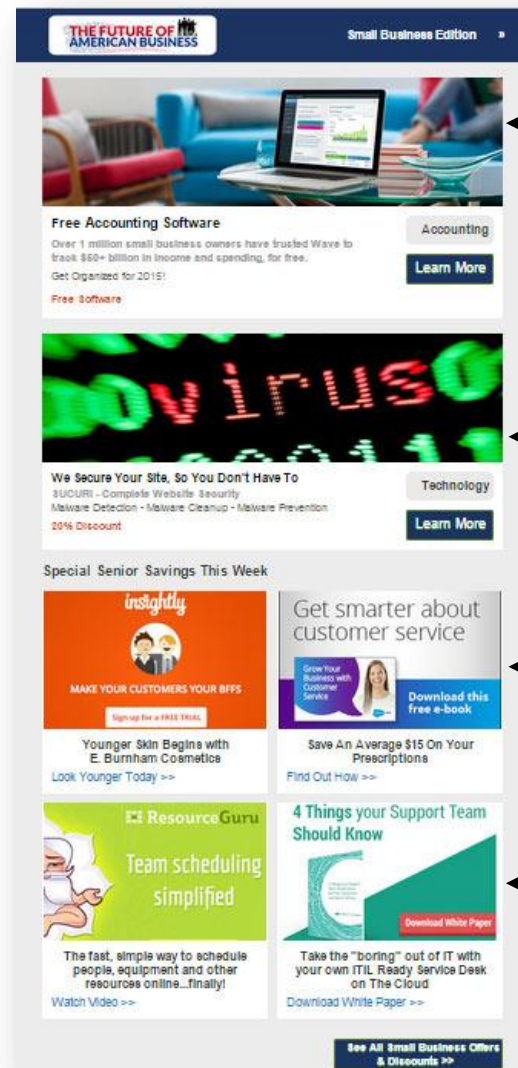
Headline: 50 Characters  
Article Teaser: 250 Characters

Ad 1:  
Banner  
300x250 Pixels

Ad 2:  
Banner  
300x250 Pixels

Ad 3:  
Banner  
300x250 Pixels

### Co-op Template



#### Featured Offer 1:

Image: 600x168 Pixels  
Headline: 40 Characters  
Company Tag: 65 Characters  
Offer Detail: 55 Characters  
Offer Text: 15 Characters

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Image: 600x168 Pixels  
Headline: 40 Characters  
Company Tag: 65 Characters  
Offer Detail: 55 Characters  
Offer Text: 15 Characters

#### Top Boxes:

Image: 300x180 Pixels  
Headline: 50 Characters  
Offer Text: 25 Characters

#### Bottom Boxes:

Image: 300x180 Pixels  
Headline: 50 Characters  
Offer Text: 25 Characters