

CURRENT ONLINE ADVERTISING RATES

Advertising on Bplans.com and Mplans.com is a simple and cost-effective way to promote your business online. Our in-site advertising program can be very flexible, based on your specific needs, budget and marketing objectives. If you are trying to reach small to mid-sized businesses and entrepreneurs, an advertising campaign on Bplans.com and/or Mplans.com will help you reach your target market quickly and effectively.

We have two forms of advertising available on our websites:

The screenshot shows the Bplans.com website layout. On the left sidebar, there is a large ad for '60 Free Sample Business Plans' featuring a 'Coffee Kiosk business plan'. Below this, there are sections for 'Sample Business Plans', 'Expert Advice', 'Business Planning Tools', 'Business Plan Software', and 'Industry Reports'. In the main content area, there is a 'Featured Product' section for 'Business Plan Pro' and a 'Featured Advertisers' section. An ad for 'Presentation Pro' is highlighted in a dashed box, showing a PowerPoint slide with the text 'experience the power of streaming PowerPoint EMAILS' and 'PRESENTATIONPRO'.

Use of Business Plans
Too many people think of business plans as something you do to start a company, apply for a loan, or find investors. Yes, they are vital for those purposes, but there's a lot more to it.

Preparing a business plan is an organized, logical way to look at all of the important aspects of a business. First, decide what you will use the plan for, such as to:

- Define and fix objectives, and programs to achieve those objectives.
- Create regular business review and course correction.
- Define a new business.
- Support a loan application.
- Define agreements between partners.
- Set a value on a business for sale or legal purposes.
- Evaluate a new product line, promotion, or expansion.

No Time to Plan? A Common Misconception
"Not enough time for a plan," business people say. "I can't plan. I'm too busy getting things done." A business plan now can save time and stress later.

Too many businesses make business plans only when they have to. Unless a bank or investors want to look at a business plan, there isn't likely to be a plan written. The busier you are, the more you need to plan. If you are always putting out fires, you should build fire breaks or a sprinkler system. You can lose the whole forest for too much attention to the individual trees.

Keys to Better Business Plans

- Use a business plan to set concrete goals, responsibilities, and deadlines to guide your business.
- A good business plan assigns tasks to people or departments and sets milestones and deadlines for tracking implementation.
- A practical business plan includes 10 parts implementation for every one part strategy.
- As part of the implementation of a business plan, it should provide a forum for regular review and course corrections.
- Good business plans are practical.

Business Plan "Don'ts"

- Don't use a business plan to show how much you know about your business.
- Nobody reads a long-winded business plan: not bankers, bosses, nor venture capitalists.

Sidebar Ads (160 x 80):

- Ads display on all major sections of website
- \$10 CPM, add \$5 for image based ads
- Minimum of 1000 daily impressions

Inline Ads (300 x 250):

- Ads display on all article pages in website.
- \$15 CPM
- Minimum of 1000 daily impressions

Banner Specs: All banners must be less than 15kb. Formats accepted include:

- GIF images (.gif)
- PNG Images (.png)
- JPEG Images (.jpg, .jpeg)
- Flash Banners (.swf) w/ back-up GIF image
- Text Links

Newsletter Advertising:

- Flat rate of \$1,500 per newsletter (60,000+ subscribers).
- Text Format: 100 words or less. No automatic hypertext links.
- HTML: 100 words or less. Image no larger than 200x100 pixels.
- All advertising bookings are subject to availability at time of booking.

Cancellations: Advertising booked may be cancelled without penalty if the cancellation is made with at least 10 working days written notice.

Material: All advertising material submitted to Palo Alto Software, Inc. (PAS), owner of Bplans.com and Mplans.com, must conform to our advertising specifications:

- A maximum of six (6) pieces of creative may run on a running advertising campaign. One piece of creative consists of one inline box or skyscraper and its linking URL.
- Advertisers should allow five (5) working days for Palo Alto Software to change, add or update existing material.
- The advertiser, by submitting or authorizing submission of material for publication, indemnifies the publisher from and against any proceedings, demands, costs, expenses, damages, penalties, judgments and liabilities of any nature taken, made, or awarded against or incurred by the publisher arising out of or in connection with the advertisement, and warrants and declares that nothing in the advertisement infringes the rights of any person or is in breach of the provisions of any statutes, and its acceptance, use or publication will not give rise to any claims against or liabilities for the publisher.
- All advertisements will be reviewed by PAS and are subject to approval by PAS before placement on-site. PAS reserves the right to refuse any advertisement, insertion order, graphic, text description or URL considered unsuitable for publication, at its sole discretion.
- Advertisements cannot mislead the user. For example, PAS will not accept advertisements that look or act like Windows dialog boxes or error messages.
- Advertisements cannot contain pictures or images of minors or those who appear to be minors, or words describing individuals as such.
- PAS does not advertise tobacco products, gambling, nor materials, products and services related to pornography.

Billing: Payment is due at the beginning of each month for the following month's requested impressions.

General:

- Any URLs referenced from within the HTML must be active.
- Browser back button may not be disabled.
- Interactive advertisements must be user initiated. Interactive ads cannot exceed the ad's pixel dimensions.
- In the event a creative is unable to be run on the ad serving system, PAS reserves the right to reject or send back this creative for re-working.
- PAS does not accept pop-up ads of any kind.

Please Note: Site visitors have a range of different Web browsers, versions, and default settings, which can interfere with the appearance of HTML advertising. Please ensure that your material leaves room for expansion if a site visitor has their browser set to a low screen resolution, or has their text size set to 'medium' or larger (you can see the different text sizes in Microsoft® Internet Explorer by going to 'View/Text Size' in your browser).

Insertion Order: Bplans.com/Mplans.com

Fax completed form to 541-683-6250

Attn: Chad Barczak



Company Name:		P.O. Number:	
Contact Name:		Start Date:	
Address:			
City/State/ZIP:			
Telephone Number:			

Order:

Date	Ad Description	Monthly Impressions	CPM	Cost

Notes:

Agreement Authorization: By completing this Insertion Order, you represent that you are authorized to enter into binding contracts on behalf of Company and are now placing such a binding order.

Signature

Date