Online Advertising and Branding
About BusinessesForSale.com

BusinessesForSale.com is the leading global marketplace for businesses for sale. Established in 1995, the website has become a renowned publisher of classified business listings.

BusinessesForSale.com boasts over 1.3 million visitors, 800,000 unique visitors and over 64,000 listings.

Our expertise in the classified space has seen us branch out further in the B2B sector. In 2001 we launched FranchiseSales.com, a directory of franchise listings, followed by PropertySales.com in 2011, a specialist portal for the commercial property sector.

Our Team

Bruce Hakutizwi
America

Rufus Bazley
Europe

Faye Ferris
Asia Pacific
BusinessesForSale.com currently has 1.3 million monthly visitors, over 8,000,000 impressions and over 600,000 registered users.
Who Advertises with BusinessesForSale.com

- RBS The Royal Bank of Scotland
- SAP
- BlackBerry
- Microsoft
- BT
- HP
- Xerox
- Dell
Online Display Advertising

BusinessesForSale.com is home to the largest community of professionals looking to buy and sell businesses in the world. We serve advertising across the busiest sections of our site – from search results to listing pages, as well as our vast editorial section.

Display Advertising Rates

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>UK Cost</th>
<th>US Cost</th>
<th>APAC Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>£15 CPM</td>
<td>$15 CPM</td>
<td>$15 CPM</td>
</tr>
<tr>
<td>MPU</td>
<td>£15 CPM</td>
<td>$15 CPM</td>
<td>$15 CPM</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>£15 CPM</td>
<td>$15 CPM</td>
<td>$15 CPM</td>
</tr>
</tbody>
</table>

Targeting is based on country. If you have specific targeting criteria contact us today and we’ll do our best to help.
Gap Adverts give you the unique opportunity to be seen in our search results as users search for the right business. You can target users based on the categories they are searching for.

Advertising Rates

<table>
<thead>
<tr>
<th>Cost</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>UK &amp; EU</td>
<td>£250 per country/category per month</td>
</tr>
<tr>
<td>US</td>
<td>$250 per country/category per month</td>
</tr>
<tr>
<td>APAC</td>
<td>$250 per country/category per month</td>
</tr>
</tbody>
</table>

Limitations
Gap adverts have a minimum rotation of 1 in 4.
Targeted Email Marketing

Send solus email campaigns to our audience of over 600,000 business professionals and SME owners.

Target by:

- Location
- Sector of interest
- Investment level
- ... and more.

<table>
<thead>
<tr>
<th></th>
<th>UK Cost</th>
<th>US Cost</th>
<th>APAC Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost per 1000 recipients</td>
<td>£150</td>
<td>$150</td>
<td>$250</td>
</tr>
<tr>
<td>Design fee</td>
<td>£300</td>
<td>$300</td>
<td>$300</td>
</tr>
<tr>
<td>Min. spend</td>
<td>£500</td>
<td>$500</td>
<td>$500</td>
</tr>
</tbody>
</table>

Use your own creative or we can design it for you.
Newsletter Insertions

Get featured in our monthly newsletter to thousands of registered business buyers.

**Newsletter Banner Advert**

Your banner advert will feature within our newsletter content.

<table>
<thead>
<tr>
<th></th>
<th>UK Cost</th>
<th>US Cost</th>
<th>APAC Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of recipients</td>
<td>200,000</td>
<td>100,000</td>
<td>63,000</td>
</tr>
<tr>
<td>Newsletter Banner Advert</td>
<td>£850</td>
<td>$600</td>
<td>$600</td>
</tr>
<tr>
<td>Newsletter Feature</td>
<td>£1,100</td>
<td>$850</td>
<td>$850</td>
</tr>
</tbody>
</table>

**Newsletter Feature**

The opportunity to introduce your brand to our users with an image, logo and 50 words of text.

We’ll design this for you based on your leaderboard artwork.
Advertising Formats

Display Advertising

Accepted formats
- .GIF (animated .GIFs are also acceptable)
- Third party tags

Gap Adverts

Gap Advert criteria
- non-animated
- white background
- no borders

Accepted formats
- .GIF (non-animated only)
- PNG
- JPG
- Third party tags
Get in Touch

From more details about advertising, branding and lead generation opportunities with BusinessesForSale.com please contact:

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**Asia Pacific**
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