

AD REQUIREMENTS

MATERIAL REQUIREMENTS

Priority prefers to receive ads as hi-res flattened TIF, EPS, or PDF files. Ads that are generated in QuarkXpress, Adobe Illustrator, Adobe Photoshop or an EPS format are also accepted. Be sure to include all appropriate artwork and typefaces. Include a color proof if possible. Contact *Priority's* production department for additional details.

GENERAL MECHANICAL REQUIREMENTS

Trim size: 8¹/₈" x 10⁷/₈"

Printing method: Heat-set web offset

Binding: Saddle-stitched

Inks: SWOP web-offset standard CMYK inks are used.

Supplied digital files: Hi-res flattened TIF, EPS, or PDF preferred. Also will accept Quark 6.5 files.

Proofs: Matchprint™ proofs with bleeds are preferred.

PRODUCTION CAPABILITIES

Full service design, digital photography and production capabilities are all available at competitive pricing. Please speak with your sales representative for details.

Production contact:

Wade Martin

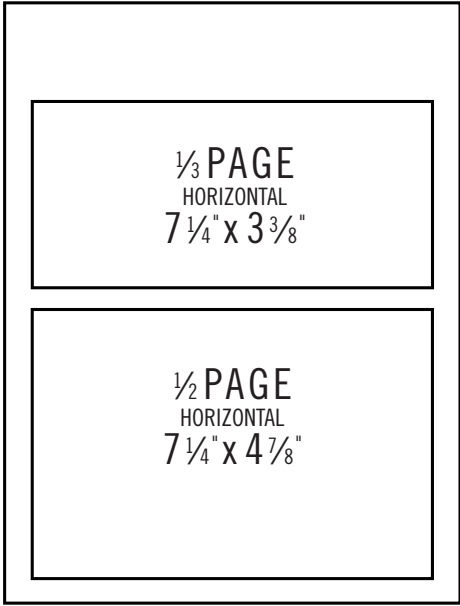
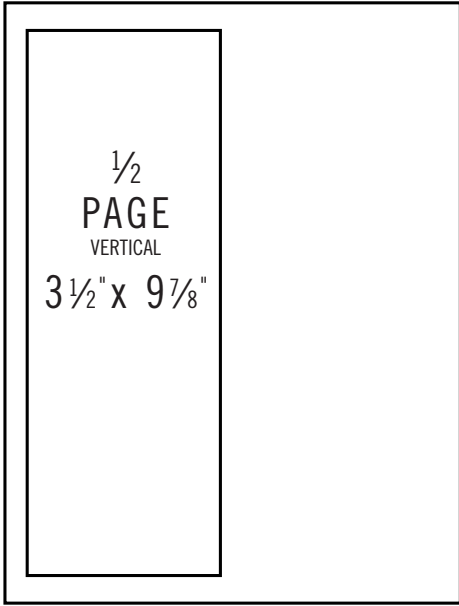
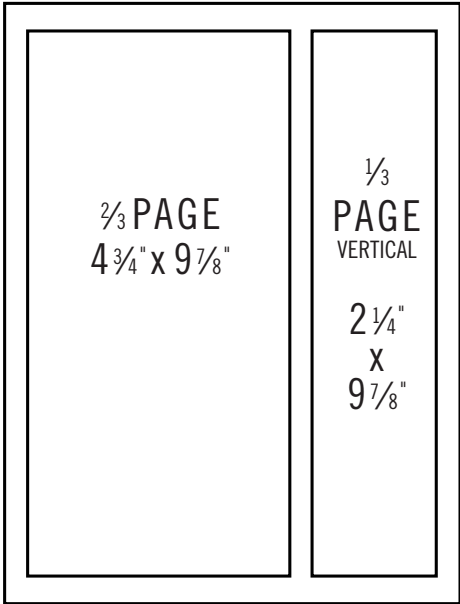
Production Manager

Touchpoint Media, LLC

800-597-5656 x2406

wade@touchpointmedia.com

AD SIZES



- Full Page 8 1/8" x 10 7/8"
- 2/3 Page 4 3/4" x 9 7/8"
- 1/2 Page Horizontal 7 1/4" x 4 7/8"
- 1/2 Page Vertical 3 1/2" x 9 7/8"
- 1/3 Page Horizontal 7 1/4" x 3 3/8"
- 1/3 Page Vertical 2 1/4" x 9 7/8"

Production contact:

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Production Manager
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800-597-5656 x2406
wade@touchpointmedia.com

CUSTOMIZED INTEGRATED MARKETING OPPORTUNITIES

Developing stronger third party business partners and alternative channels are the highest return on investment small & mid-sized business marketers can make to expand business share, distribution and penetration.

Priority can provide you with an integrated approach to reach the small & mid-sized business market.

By utilizing various customer touch points, your message can be customized to reach specific small & mid-sized business groups, or you can tailor your message to be used across multiple marketing channels to increase your exposure and awareness.

THESE TOUCH POINTS INCLUDE:

- Pitney Bowes Statement inserts
Frequency: Monthly
- Pitney Bowes Package inserts
Frequency: Monthly
- Pitney Bowes Solo Email
Frequency: Monthly
- Pitney Bowes E-Newsletter
Frequency: Monthly
- Pitney Bowes Priority Perks
Frequency: Ongoing

Contact your Priority sales representative to discuss a customized program.

2008 Advertising Rates & Calendar

RATE BASE: 720,000

| Size | 4 color |
|-----------|----------|
| Full Page | \$69,670 |
| 2/3 Page | \$52,320 |
| 1/2 Page | \$46,370 |
| 1/3 Page | \$31,380 |

*All rates shown are gross unless otherwise indicated.

| Covers | 4 color |
|--------------|----------|
| Second Cover | \$76,730 |
| Third Cover | \$73,200 |
| Fourth Cover | \$80,200 |

Cover Gatefolds

| | |
|------------------|--------------------------|
| Cover (4 ad pgs) | *See publisher for quote |
| Cover (3 ad pgs) | |

INSERTS:

| | |
|---|--------------|
| Standard Supplied BRC with Ad | \$19,600 Net |
| Standard Supplied BRC without Ad | \$32,166 Net |
| Standard Supplied Full-Sized Insert (one sheet/2 sides) | \$48,171 Net |

PUBLICATION CALENDAR

| Issue | Closing Date | Distribution |
|------------------------|--------------------|-------------------|
| January/February 2008 | November 27, 2007 | December 22, 2007 |
| March/April 2008 | January 30, 2008 | February 27, 2008 |
| May/June 2008 | March 28, 2008 | April 29, 2008 |
| July/August 2008 | May 30, 2008 | June 27, 2008 |
| September/October 2008 | July 31, 2008 | August 28, 2008 |
| November/December 2008 | September 29, 2008 | October 30, 2008 |

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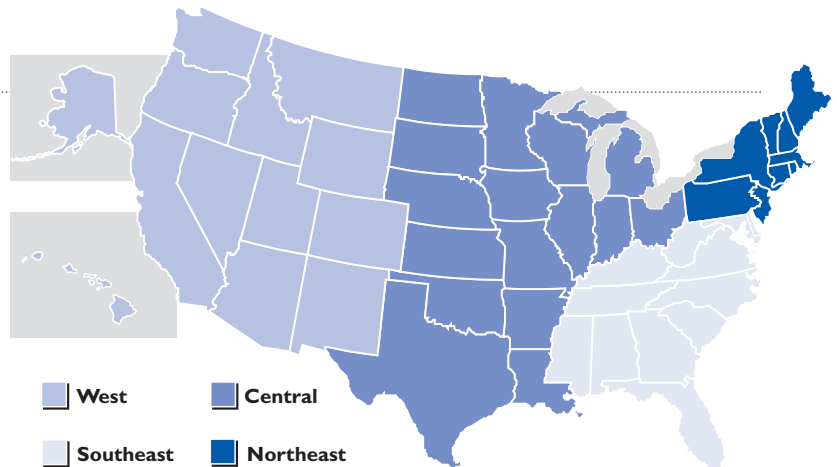
For information about the Marketplace section, please contact:

Bob Fallen
 Touchpoint Media, LLC
 800-597-5656, x2414

2008 Regional Rates

RATE BASE: 720,000

| Region | Circulation | Rate |
|-----------|-------------|----------|
| Northeast | 147,005 | \$29,050 |
| Southeast | 177,290 | \$35,032 |
| Central | 222,135 | \$43,800 |
| West | 177,960 | \$35,150 |



**Rates for full-page, four-color.

- **Northeast:** CT, MA, ME, NH, NJ, NY, PA, RI, VT
- **Southeast:** AL, DC, DE, FL, GA, KY, MD, MS, NC, SC, TN, VA, WV
- **Central:** AR, IL, IN, IA, KS, LA, MI, MN, MO, ND, NE, OH, OK, SD, TX, WI
- **West:** AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY

PUBLICATION CALENDAR

| Issue | Closing Date | Distribution |
|------------------------|--------------------|-------------------|
| January/February 2008 | November 20, 2007 | December 22, 2007 |
| March/April 2008 | January 23, 2008 | February 27, 2008 |
| May/June 2008 | March 21, 2008 | April 29, 2008 |
| July/August 2008 | May 23, 2008 | June 27, 2008 |
| September/October 2008 | July 24, 2008 | August 28, 2008 |
| November/December 2008 | September 22, 2008 | October 30, 2008 |

*Please note: The regional space closing date is one week prior to national issue closing date.

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EDITORIAL MISSION

TO DELIVER QUALITY EDITORIAL CONTENT squarely and exclusively targeted to the small & mid-sized business owner. Every story should offer a solution to a problem of relevance to a significant percentage of the readership; every solution should include the stories of real-world human beings with whom Priority readers can identify. Real problems, real solutions, real people.

ONGOING EDIT TO APPEAR IN EVERY ISSUE

COLUMNS/DEPARTMENTS – Each issue will include most of the following departments:

- ❑ **“First Things First”** This is our notes section, within which we’re able to offer quick-hitting items, lists, graphs, etc. that offer rapidly-digested bits of information relevant to the small & mid-sized business world.
- ❑ **“Managing Your Money”** A column focusing on financial issues of relevance to small & mid-sized businesses, with a particular emphasis on the insurance and banking industries. Likely future topics include key employee insurance, raising money, retirement and pension plans, small to mid-sized business investment services, fire and general liability insurance, etc.
- ❑ **“Running Your Business”** A column focusing on the management of every small & mid-sized business’ most tangible operational assets, its people and its equipment, with stories on recruiting talent, evaluating personnel, handling employee conflict, as well as individual in-depth columns on the latest computer equipment, the latest wireless technology, the latest productivity software, etc.
- ❑ **“Growing Your Business”** A column focusing on the critical tasks of selling and marketing a small to mid-sized business. Areas likely to be covered include ecommerce, advertising of all sorts, email blasts, how to convert cold leads into sales, pr strategies, brand building, etc.
- ❑ **“Pitney Bowes Solutions”** A quick look at specific services offered by Pitney Bowes, which are of particular value to small & mid-sized businesses.
- ❑ **“The Right Stuff”** The latest and niftiest gadgets and gear for the small to mid-sized business owner; while most of the products will offer clear business benefits, some are intended largely for fun.
- ❑ **“Ask Priority”** The best questions from readers expertly answered.
- ❑ **“Starting Small”** An inspirational closing page – with a little celebrity sizzle – about a big business with small-business roots, such as Whole Foods, Costco, and Sam Adams.

Issue-By-Issue 2008 Editorial Calendar

JANUARY/FEBRUARY 2008

COVER STORY: RECRUITING THE BEST:

Strategies for finding and hiring capable employees; how to hire from remote locations and how to recruit to bring good candidates to your remote location. Sidebar: How can you really evaluate a candidate straight out of college?

Keeping It In the Family: The ups and downs of family-run businesses and how to successfully make the transition from one generation to the next; sidebar on husband and wife businesses

What Are You Charging?: How to properly price your products and services and what your pricing structure is saying to the marketplace

COLUMNS:

Growing Your Business: Naming your product or service for greatest sales effectiveness; trademark and copyright issues

Running Your Business: Enter the Exit Interview—strategies for better understanding why employees leave

Issue-By-Issue 2008 Editorial Calendar *(Cont.)*

MARCH/APRIL 2008

COVER STORY: PHONE FACTS: The latest on VOIP, business phone systems, mobile phones, smartphones, etc.

Profit taking vs. business-staking: When and when not to reinvest in your business and how to do it wisely; profit-taking as part of a retirement planning strategy

The Second Time Around: Entrepreneurs who have moved from failure with a first business to success with the second or third: lessons learned/how they bounced back

It's All Negotiable: How to know when it makes sense to bargain or negotiate; strategies for improving your bottom line through creative negotiation

COLUMNS:

Growing Your Business: Get Them Back: Strategies for recapturing lost customers; when to give up and let them go

Managing Your Money: At what point do company cars make sense? How can you create a fleet most cost effectively?

PITNEY BOWES MAILSTREAM AWARD WINNER

MAY/JUNE 2008

COVER STORY: PROTECT YOUR BUSINESS: How to properly protect your business and employees from identity theft, digital viruses, etc. Will also explore on-line as well as hardware-oriented data backup solutions

Running with the Big Dogs: How to hold your own against bigger companies by emphasizing your strengths as a smaller company

Are You Spending Too Much? Strategies to determine appropriate spending levels for your company; what percentage of your budget should be devoted to marketing? To staff costs? To basic overhead?

COLUMNS:

Running Your Business: Employee credit card liability; which staff members should get cards? How do you minimize the risks of fraudulent or improper charges on company cards?

Growing Your Business: Know Your Audience—Be sure to shape your marketing message to your audience; how b2b marketing differs from consumer marketing

JULY/AUGUST 2008

COVER STORY: BANK BASICS: Which banks really offer the best services for small & mid-sized businesses?

Manage Smart; what management style is right for your business? Which suits you personally? If your personal style and the most appropriate style for the business are in conflict, what do you do?

Whispers 'Round the Water-cooler: The dangers of workplace gossip; how to deal with it and get it under control

COLUMNS:

Growing Your Business: Great Expectations: How to ensure your company is committed to the kind of customer service for your industry and your customers that will help to ensure your continuing growth

Running Your Business: Fighting turnover: Retention strategies to keep your employees your employees

SEPTEMBER/OCTOBER 2008

COVER STORY: HEALTH INSURANCE UPDATE: The latest news from the health insurance front, including a look at the proposals from the likely presidential nominees and their specific relevance to small & mid-sized businesses; also the latest plans intended to keep the costs of health care under control

Coping with Competition: When does it make sense to simply buy a competitor? When is a strategic alliance the better move? How do you cooperate with a competitor without losing your edge? When is it time to go for the jugular?

The Community Counts: Examples of the influence small and medium-sized businesses wield over local community affairs and suggestions on how to get involved productively

COLUMNS:

Managing Your Money: An Inconvenient Balance Sheet—new insurance policies that help insulate businesses against weather and seasonal fluctuations in revenue

Running Your Business: Managing software licenses; how many workers do you have using the same application? What are the legalities and penalties for installing applications on more machines than are permitted?

NOVEMBER/DECEMBER 2008

SPECIAL ISSUE: GET ORGANIZED - SMALL & MID-SIZED BUSINESS PLANNING GUIDE

Expanded version of the 2006 guide, with new categories and expanded coverage of the topics presented this year; including health care, overall business plan, office equipment, human resources, taxes, and information technology

The 2008 Priority Small or Mid-Sized Business of the Year

2006 Spring MRI Prototype

Priority Circulation: 720,000

**BPA Audit Statement, June 2005*

Publishing Frequency: bi-monthly

Where available: Spring 2006 MRI

EDITORIAL OVERVIEW

Priority launched in October 2002 and is sent to small business customers of Pitney Bowes who rent or lease Pitney Bowes mailing equipment.

Priority's editorial mission is "to deliver quality editorial content squarely and exclusively targeted to the small business owner. To design every story to offer a solution to a problem of relevance to a Small Business owner. To offer solutions that include the stories of real-world small businesses with whom *Priority* readers can identify."

CIRCULATION PROFILE

720,000 rate base.

BPA audited: Qualified recipients are small business owners who rent/lease Pitney Bowes equipment and services.

Current subscriber base has a 77% match rate to Dun & Bradstreet. 85% of those 77% are CEO's.

READER SURVEY/ DATABASE PROFILE

In book survey conducted Summer 2003.

272 responses collected via mail and Internet:

39% male; 43.5 yrs. = Median age; **\$78,834** = Median HH ;

26% HHI \$100,000+; 52% graduated college; 14% post graduate degree

Pitney Bowes customer database:

Mean # of employees: 10 — **40%** 1-9 employees; **37%** 10-49 employees; **22%** 50+ employees

DEVELOPMENT PROCESS

Reviewed magazine editorial

Reviewed circulation and distribution method

Reviewed most recent reader survey in addition to Pitney Bowes customer database profile

Compared reader survey and database data to possible host publications reported in the 2006 Spring MRI survey

Chose a combination of *Inc.* and *Forbes* weighted at 50% each.

Additional weights were applied to Management, Business, Financial Occupations (40%), company size <10 (40%), company size 10-49 (37%), company size 50+ (22.5%) and no company size (0.5%)

Recommended a Reader-per-Copy (RPC) of 1.50 with a projected total 2006 Spring MRI audience of 1,080,000.

PROJECTED READER PROFILE

Male: 79% (index 164)

Age 25-54: 72% (index 125)

Median Age: 42 yrs.

Married: 66% (index 117)

Graduated College+: 60% (index 239)

Post Graduate Degree: 17% (index 202)

Professional/Management: 52% (index 230)

Owner/Partner: 31% (index 452)

Median HHI: \$98,553 (index 187)

HHI \$100,000+: 49% (index 251)

PROTOTYPE AVAILABILITY & SUPPORT

The *Priority* Prototype is available through IMS (download from K9), Telmar and MEMRI (contact DJG for disk).

Agency research departments can contact Steve Douglas, Debbie Kaplan or Kellie Watt at DJG Marketing at (212) 302-3700 or at staved@djgmarketing.com, debbiek@djgmarketing.com or kelliew@djgmarketing.com with any questions.