

What if your start-up or small business could have a virtual staff of advisors who you didn't have to hire, pay for or give performance reviews? It may sound like a fantasy but it's real: the business tips, tools and insights found on **BusinessNewsDaily** lets you staff up without the cost!

America Runs on Small Businesses

Whether they're planning to start a business or already knee-deep in the process, small business owners are usually time-strapped and short on staff. **BusinessNewsDaily's** writers fill in the staffing and knowledge gaps with comprehensive information on everything from health insurance to IT solutions to government regulations. The web site is a growing resource database – written in simple and clear language – that is filled with advice from successful business leaders.

Sample Articles

- [How to Choose the Right Project Management Software](#)
- [How to Write a Business Plan](#)
- [Finance Options for a Business Startup](#)
- [7 Ways Small Businesses Can Do More With Less](#)

Targeting Delivers Results

Combining advanced targeting solutions with a large, engaged audience delivers powerful results. Targeting on **BusinessNewsDaily** allows advertisers to buy contextually across current and in-depth content and to benefit from the power of results-based optimization. Targeting options include contextual, behavioral, demographic, psychographic and more.

For more information on advertising within BusinessNewsDaily, visit: techmedianetwork.com/our-brands/BusinessNewsDaily.html

Strength Through Scale

BusinessNewsDaily is one of 16 owned and operated sites in the TechMediaNetwork stable of content sites. This powerful Network allows you to reach your targeted audience with scale and with trusted, original, and *current* content.

The Network yields nearly twice the reach as CNET* against key segments that can help advertisers reach their goals:

- **Adults 18-49; 25-54 and 18-54**
**Media Darwin Study Q1 2011*

BusinessNewsDaily Categories

- News & Trends
- Start-up Basics
- Money & Finance
- Sales & Marketing
- Technology Solutions

Ad Options

From standard IAB ad units to highly engaging and immersive background skins, pushdown units and Flash overlays, all of TechMediaNetwork's owned and operated sites provide a wealth of solutions to help advertisers make an impact and maximize their ad spend.



Gary Strauss, Vice President, Advertising Sales
Office: (212) 703-5846 • Mobile: (917) 319-5487
Email: gstrauss@techmedianetwork.com