

## About Business Valuation Resources, LLC

### About Us

Every top business valuation firm depends on BVR for authoritative market data, continuing professional education, and expert opinion. Rely on BVR when your career depends on an unimpeachable business valuation. Our customers include business appraisers, certified public accountants, merger and acquisition professionals, business brokers, lawyers and judges, private equity and venture capitalists, owners and CFO's, and many others.

Founded by Shannon Pratt, BVR's market databases and analysis have won in the courtroom—and the boardroom—for over a decade.

### Our Products

- Pratt's Stats® (Private company transactions)
- Public Stats™ (Public Company transactions)
- BIZCOMPS® ("Main Street" company transactions)
- Mergerstat/Shannon Pratt's Control Premium Study™
- The FMV Restricted Stock Study™
- Valuation Advisors' Discount for Lack of Marketability Study™
- Integra 5-Year Industry Data Reports
- D&P Risk Premium Reports
- Butler Pinkerton Model™—Total Cost of Equity (TCOE) and Public Company Specific Risk Calculator™
- Business Valuation Update™
- Deluxe BVUpdate™
- Economic Outlook Update™
- BVLaw™
- BVRResearch™
- Continuing Professional Education (CPE)
- Teleconferences
- Live Events
- BVNewsletter service
- BVBasics Seminar Package
- BV Firm Marketing Services
- Special reports and books

### Our Audience

Our audience includes anyone pricing private companies and defending conclusions:

- Business Appraisers
- Lawyers and Judges
- CPAs
- CFAs
- CFOs
- M&A and Private Equity Professionals
- Investment Bankers
- Venture Capitalists
- Business Owners
- Compliance Managers

### Our Sponsorship Opportunities

We offer three sponsorship programs that ensure you'll reach your sales goals. Reserve your space today in the **Business Valuation Update™**, **BVWire**, and **BVResources.com**.



To reserve your spot or to learn more, please contact Linda Mendenhall:

1000 SW Broadway, Ste. 1200  
Portland, OR 97205  
Phone: (503) 291-7963 ext. 125  
Fax: (503) 291-7955  
LindaM@BVResources.com

www.BVResources.com



## Advertising Opportunities

1

### **BVWire™**

The must-read **BVWire™** is a weekly e-Newsletter covering everything in the profession from the buzz of recent conferences, to the impact of last week's tax case on this week's calculation of discounts, and the latest free resources. **BVWire™** is your inside source to the business valuation industry.

#### **Benefits:**

- Reach 30,000+ prospects every week
- Choose from banner or text box format - guaranteeing added exposure to your firm
- Use BVWire to advertise job postings, upcoming events, books or products, and more!

2

### **BVResources.com**

Whether you're launching a marketing campaign or want to supplement your print advertising, **BVResources.com** is the perfect medium to display your message. With more than 13,000 unique visitors a month, **BVResources.com** will increase your visibility in the valuation world.

#### **Benefits:**

- Increase your company's visibility by placing your ad on this premier website, with more than 13,000 unique visitors a month
- Never more than one paid ad per page
- Reach high-level decision-makers in the business valuation profession
- You will receive weekly click reports so you can effectively track your advertising dollars – at no additional charge

3

### **Business Valuation Update™**

Reach the leading players in the business valuation profession by advertising in the **Business Valuation Update™ (BVU)**, the premier monthly publication in the profession. The **BVU** is available in print or online and boasts 4,000 loyal subscribers who pay an average of more than \$1000 a year to access our timely content.

#### **Benefits:**

- Reach 4,000 high level decision makers in the valuation industry
- Increase your company's visibility by placing your ad in this premier newsletter
- Your ad will also appear in the online version of the BVU and will receive bonus exposure at trade shows and conferences throughout the year – at no additional charge



To reserve your spot or to learn more, please contact Linda Mendenhall:

1000 SW Broadway, Ste. 1200  
Portland, OR 97205  
Phone: (503) 291-7963 ext. 125  
Fax: (503) 291-7955  
LindaM@BVResources.com

[www.BVResources.com](http://www.BVResources.com)

## Advertising Rates

The following rates are valid January 1, 2008 through December 31, 2008.

### 1 BVWire™

Your banner or text box ad will be included in the weekly **BVWire™** e-mailed directly to 20,000+ subscribers.

1 Issue	3 Issues	6 Issues	9 Issues
\$600	\$1,650	\$3,000	\$4,050

Text box ads run in the center of the editorial content, guaranteeing views and clicks.

### 2 BVResources.com

Your ad will be included on the page of your choice below. Other pages and/or multiple placements are available upon request.

Web Page	30 days	60 days	120 days
BVLaw™	\$750	\$1,350	\$2,400
BVMarketData	\$750	\$1,350	\$2,400
BVLibrary	\$750	\$1,350	\$2,400
Firm Growth Management	\$750	\$1,350	\$2,400
Free Downloads	\$750	\$1,350	\$2,400
BV Books & Special Reports	\$750	\$1,350	\$2,400
BVWire™ Archive Page	\$750	\$1,350	\$2,400

### 3 Business Valuation Update™

Your ad will be included as a stand alone insert in the print and electronic version of the **Business Valuation Update™**. Prices below include printing costs. Ads may be submitted in black and white or two color.

Ad size	1 month	3 months	6 months	12 months
Full page (8.5"W x 11"H)	\$5,500	\$15,000	\$27,000	\$50,000
1/2 page (8"W x 5"H)	\$3,000	\$8,000	\$14,500	\$27,000
1/4 page (3.75"W x 5.0"H)	\$1,600	\$4,500	\$8,000	\$15,000

## Advertising Design Services

Allow our award-winning graphic designer create your custom ad. Design services charges start at just \$349.00.

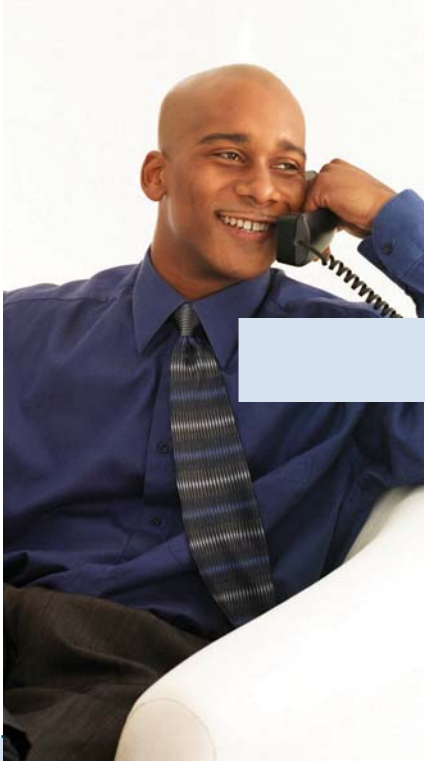
### Did you know?

Our list of 30,000+ subscribers is available for rental! Please visit [www.BVLists.com](http://www.BVLists.com) or contact Linda Mendenhall at (503) 291-7963 ext. 125 or [LindaM@bvresources.com](mailto:LindaM@bvresources.com).



To reserve your spot or to learn more, please contact  
Linda Mendenhall:

1000 SW Broadway, Ste. 1200  
Portland, OR 97205  
Phone: (503) 291-7963 ext. 125  
Fax: (503) 291-7955  
[LindaM@BVResources.com](mailto:LindaM@BVResources.com)  
[www.BVResources.com](http://www.BVResources.com)



## Teleconference Sponsorships

Want to get your brand in front of a captive audience? Sponsor an upcoming teleconference.

BVR produces timely and informational programs for professionals in the business valuation industry. Each teleconference averages 100 participants. Some of our important topics covered have been:

- Early Stage Company Valuations
- Mastering the ESOP Valuation
- Fairness Opinions
- 409a Compliance
- Discounts for Lack of Liquidity
- Healthcare Valuation
- And more!

### Your Teleconference Sponsorship will Include:

- Your name and logo on all marketing materials sent to 18,000+ subscribers and prospects
- Web presence on the teleconferences page on BVResources.com, including your logo, a blurb about your company, and a link to your website
- Your name and logo will appear on all pre- and post-conference materials, including the ancillary reading materials page, an ad in the conference presentation Powerpoint, and a full page ad in the printed transcript
- A two-minute audio segment at the end of the teleconference to discuss your business and how it could benefit the participants

### Our teleconference participants includes anyone pricing private companies and defending conclusions:

- Business Appraisers
- Lawyers and Judges
- CPAs
- CFAs
- CFOs
- M&A and Private Equity Professionals
- Investment Bankers
- Venture Capitalists
- Business Owners
- Compliance Managers

BVR teleconference sponsorships start at just \$5,000.



To reserve your spot or to learn more, please contact  
Linda Mendenhall:

1000 SW Broadway, Ste. 1200  
Portland, OR 97205  
Phone: (503) 291-7963 ext. 125  
Fax: (503) 291-7955  
LindaM@BVResources.com

[www.BVResources.com](http://www.BVResources.com)