



# CEOCFO

## Interviews & News!

A bi-weekly Internet publication and marketing engine featuring:  
breaking news and corporate changes with CEO, CFO and Analyst Interviews

[ceocfointerviews.com](http://ceocfointerviews.com) – All rights reserved.

[CURRENT ISSUE](#) | [COVER ARCHIVES](#) | [INDEX](#) | [CONTACT](#) | [FINANCIALS](#) | [MARKETING SERVICES](#) | [HOME PAGE](#)

## Share your story with potential investors and extend your business reach with CEOCFO

Lynn Fosse, Senior Editor  
Phone: 570-588-5006  
Email: [els3@ptd.net](mailto:els3@ptd.net)

Charlie Diaz, Assoc. Publisher  
Phone : 570-737-4164  
Email: [ceocfo@ptd.net](mailto:ceocfo@ptd.net)

Christy Rivers, Editorial Exec.  
&  
Walter Banks, Publisher  
Phone: 727-493-0202  
[info@ceocfointerviews.com](mailto:info@ceocfointerviews.com)

[www.ceocfo.biz](http://www.ceocfo.biz)  
[www.ceocfointerviews.com](http://www.ceocfointerviews.com)

### About CEOCFO:

CEOCFO is a print online publication **with readers in 70 countries worldwide**. Its readers are provided detailed interviews conducted with the CEO's, CFO's and the Analysts of public companies. Our interviews provide thoughts on the company, business and growth strategy, revenue model, flagship product, new product offerings, marketing and sales focus plus much more! As a powerful Marketing Engine, **readership originates from searches done by individuals in the business and**

**investment community worldwide as well as educational, military and government sources.**

### Testimonials

"As you know, we are a small cap growth company, with no dedicated investor relations person other than myself. So, a challenge for me is to balance outreach ef-

forts with cost and the input of time. *I have found that CEOCFO interviews, through effective use of the Web, is able to reach out to a fairly wide audience in a cost-effective manner, thereby generating a significant number of shareholder inquiries for additional information.* It has been a very helpful addition to my program of investor outreach and shareholder communications."

*Eapen Chacko, CFO  
Possis Medical*

"Thanks for the report. We have had some feedback and *it seems that the interview is read by a significant audience.* Thanks for the exposure. Best regards,"

*Irv Gruverman, MFIC Corp.*

"Nice response."  
*Robert Brehm, CEO  
California Businessman of the Year  
U.S. Microbics, Inc.*

"I'm impressed. Nice numbers."  
*Bill Jacobson, CEO  
Atlas Mining Company*

### You Get Results with CEOCFO Marketing

Do you know how many meaningful prospects your IR, PR, investor presentation, road show and email blasts efforts are reaching?

Companies in our year long Programs are receiving an average of **2000 readers monthly - 25,000 readers annually to each individual interview.** Even at half that number the cost per reader is minimal - the potential **compelling.** And, we include webrights, reprint permission, link to your fact sheet, archiving for one year and publication of your press releases on our CEOCFO Cover Page.

## Add CEOCFO's online marketing to your strategy!

Below we have provided a sample count from some of the many companies in our highly-valued marketing program. These views are the direct result of online searches and visitors to our CEOCFO Cover Page and Archives. They have in no way been enhanced by pop-ups or random e-marketing where someone may accidentally open an undesired page.

ASPEN EXPLORATION CORP. (ASPN)	Page Views
September 2006	2506
August 2006	2756
July 2006	2722
June 2006	2874
May 2006	2492
April 2006	2243
March 2006	2881
February 2006	5254
January 2006	1161
2005	26941
2004	16204
Started Feb. 24, 2004	

FIRST STATE BANCORP (FSNM) ANALYST	Page Views
September 2006	2645
August 2006	2806
July 2006	2820
June 2006	2387
May 2006	2094
April 2006	1999
March 2006	2293
February 2006	2157
January 2006	1441
2005	26334
2004	12921
Started March 21, 2004	

HEAR USA INC. READERSHIP (EAR)	Page Views
September 2006	2227
August 2006	2374
July 2006	2639
June 2006	2591
May 2006	2127
April 2006	2430
March 2006	3043
February 2006	2953
January 2006	2265
2005	28202
2004	9245
2003	10655
Started Dec. 11, 2002	820

MFIC CORPORATION READERSHIP (MFIC)	Page Views
September 2006	4159
August 2006	2572
July 2006	2764
June 2006	2432
May 2006	1804
April 2006	2114
March 2006	2631
February 2006	2211
January 2006	1510
2005	26780
2004	18835
2003	10875
Started Dec. 11, 2002	1253

With readership in 70 countries, where do readers find CEOCFO?

**Below is a sample of some high value online category search results:**

Yahoo! Search

11 - 20 of about 13,400,000 for **CEO Interviews** - 0.20 sec

11 **CEO-CFO-Analyst Interviews, News, Business, Financial and Investor Information!**

Vical Announces Webcast of **CEO** Presentation at UBS Global Life Sciences ... Company Enhances Working Capital as **CEO** Sees Rapid Industry Growth – June 15, 2006  
www.ceocfointerviews.com - 77k - Cached

12 Welcome to ceocfointerviews.com!

Business News, Financial News, Stocks, Money & Investment Ideas, **CEO** Interview ... Interview Index. CEOCFO Current Issue. Future Features. Analyst **Interviews**  
www.ceocfointerviews.com/interviews/SierraBancorp.htm - 35k - Cached

1 - 10 of about 1,510,000 for **CFO Interviews** - 0.21 sec

2 **CEO-CFO-Analyst Interviews, News, Business, Financial and Investor Information!**

Visit our Current Issue section for 7 exciting new **interviews!** Cover Stories ... Shannon L. Greene. **CFO** and Treasurer ... name for **interviews!** August 24, ...  
www.ceocfointerviews.com - 77k - Cached

4 Welcome to ceocfointerviews.com!

Cover Story. CEOCFO Interview Index. CEOCFO Current Issue. Future Features. Analyst **Interviews** ... Financials. Archived **Interviews**. About CEOCFOinterviews.  
www.ceocfointerviews.com/interviews/SierraBancorp.htm - 35k Cached

1 - 10 of about 10,300,000 for **Analyst Interviews** - 0.25 sec

1 Welcome to ceocfointerviews.com!

breaking news and corporate changes with CEO, CFO and **Analyst interviews**. Cover Story ... **Analyst Interviews**. Corporate Financials. Contact & Ordering. Pocono, PA  
www.ceocfointerviews.com/analyst.htm - 21k - Cached

2 **CEO-CFO-Analyst Interviews, News, Business, Financial and Investor Information!**

Visit our Current Issue section for 7 exciting new **interviews!** Cover Stories ... Inc. (MTNA - OTC: BB) **Analyst** Covering: First State Bancorporation ...  
www.ceocfointerviews.com - 77k - Cached

## CEOCFO – OPPORTUNITIES

<b>INDIVIDUAL OPTIONS - \$725 each</b>			
<i>Includes 2 months individual search engine / web promotion +2 months cover page placement + 6 months press release publication</i>			
<b>Reprint Rights*</b>	<b>Website Rights</b>	<b>Corporate Fact Sheet PDF file - link</b>	<b>Archiving 1 year</b>
Analyst or Referral Interview – 2 month Cover Page feature -			

\* Reprints: 3 column, coated stock - an additional \$275.00 (500 copies), \$475.00 (1000)

<b>PROGRAMS</b>		
<i>Includes individual search engine/web promotion &amp; press release publication – 1 (one) year.</i>		
<b>Basic</b>	All Individual Options (webrights, reprint permission, archiving, link to corporate fact sheet, analyst or referral interview, cover page placement 2 months)	<b>\$1750</b>
<b>Highlight</b>	Basic Program + 1 Year Cover Page Highlighted Interview-featured at the top of our cover page for one full year	<b>\$2450</b>
<b>Banner</b>	Basic Program +Banner Links from your interview page to your website	<b>\$2450</b>
<b>Premier</b>	Basic Program +Banner Links + Highlight program for your interview and analyst or referral interview	<b>\$4550</b>

<b>Budget Options*</b>	
Cover Page Placement + press release publication -2 months	<b>\$475</b>
Cover Page Placement- 1 issue	<b>\$275</b>

**\*These options do not include our monthly web marketing or archiving!**