

SBE 2016 Media Kit



Contact us
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SMALL BUSINESS EXCHANGE
Voice of Small, Emerging Diversity Owned Businesses Since 1986
Vol 30, Edition 12
June 12, 2014
Weekly Publication: \$2.00

Greenlining Institute Applauds SBA Administrator Maria Contreras-Sweet
SBA Administrator Maria Contreras-Sweet
Greenlining Institute applauds SBA Administrator Maria Contreras-Sweet for her leadership in supporting small businesses and promoting diversity in the marketplace.

SMALL BUSINESS EXCHANGE NORTHEAST
Voice of Small, Emerging, Diversity Owned Businesses Since 1986
Published Monthly by Small Business Exchange (SBE/ME/NE)
June 24, 2014

SMALL BUSINESS EXCHANGE
Voice of Small, Emerging Diversity Owned Businesses Since 1986
Vol 30, Edition 21
May 5, 2014
Published by SBE/ME/NE

SBE NEWS ALERT
McHugh Construction To Pay \$12M Fine as Part of Federal Probe
McHugh Construction has agreed to pay a \$12 million fine as part of a federal probe into the company's alleged involvement in a bribery scandal.

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DEMOGRAPHICS & ADVERTISING REQUIREMENTS

DEMOGRAPHICS

Weekly Circulation

Readers per copy 4

Readership 75,000



Website Impressions 40,218

Readership Profile

| | |
|----------------------------|-----|
| S/D/M/W/DVBEs | 96% |
| Government Agencies | 2% |
| Large Corporations | 2% |
| Legislators | 1% |
| Organizations/Associations | 1% |
| Universities/Colleges | 1% |

Readership Profile by Industry

| | |
|--------------|-----|
| Service | 46% |
| Product | 41% |
| Construction | 13% |

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The Small Business Exchange is the standard for delivering critical news and information to small businesses throughout the state in both print and electronic media.

- For information on how to advertise in specific editions, call 800-800-8534
- To place ads online, visit www.sbeinc.com

Publication Dates

- Small Business Exchange publishes every Thursday
 - All ads are due on Tuesday prior to Thursday publication date
- SBE Today Daily E-Newsletter publishes everyday
 - Ads due the preceding day

Mechanical Requirements/Submission Info

- Type page is 10" wide x 12" deep
- Column width is 2.5 inches
- 30% additional charge for front page
 20% additional for page three
- Minimum size for front page is 6 column inches
- 10% typesetting charge, \$12 minimum
- Ads on the internet at same unit price.
 Audit statement provided.
- Ads can be emailed to sbe@sbeinc.com
 or faxed to (415) 778-6255.
- Electronic files saved as PDF, EPS, TIF

Internet

- Ads placed daily on our website at www.sbeinc.com

Contact us

Please print or type.

Submit completed form prior to advertising closing date.

SBE Print Publications

Small Business Exchange Newspaper
Publishes every Thursday

Closing Date:
3:00PM Tuesday prior to publishing

SBE Today Daily Electronic Newsletter
Publishes everyday

Closing Date:
3:00PM the day before publishing

Return Insertion Order by Fax, Email, or Mail

Refer to contact information at the bottom of this form

Please reserve space for

Name of COMPANY _____
 Contact _____
 Address _____
 City _____ State/Province _____ Zip + 4/Postal Code _____
 Phone _____ Fax _____
 E-mail _____

Billing address/contact

Name of AGENCY _____
 Contact _____
 Address _____
 City _____ State/Province _____ Zip + 4/Postal Code _____
 Phone _____ Fax _____
 E-mail _____

Publication / Issue

Refer to Editorial Calendar for weekly features and topics. Please check publication AND indicate date(s) to run ad in the space provided

- Small Business Exchange Weekly Newspaper – Publishes every Thursday _____
- SBE Today Daily Electronic Newsletter – Publishes every Monday to Friday _____
- Internet – www.sbeinc.com

Size of Ad Full Page ½ pg (V or H) ¼ pg

Color / Placement Black/White - Pages 2-7, 10-15 2C (Black & PMS 355) - Front & Back Cover, Center Spread Pages 8-9 4C (CMYK Build) - Special

Contract Rates Available. Contact SBE 415-778-6250

Internal Use Only

Total Cost

Ad Size Rate = _____
 Frequency x _____
 Extra Service Fees + _____
 Notes _____

TOTAL = _____

Approval Contract

Advertiser

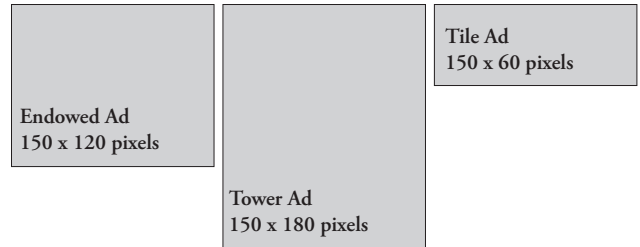
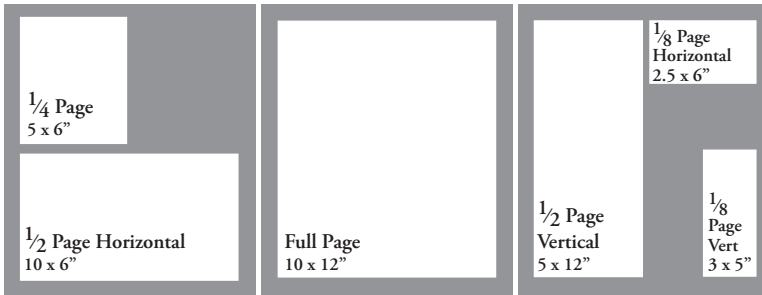
Signature _____
 Name (Please print or type) _____
 Title _____ Date _____

SBE Representative

Signature _____
 Name (Please print or type) _____
 Title _____ Date _____

Contact us

2016 ADVERTISING RATES



Display Advertising Rates

| Size | Frequency & Price Per Column Inch | | | | | |
|-----------|-----------------------------------|--------|--------|--------|--------|--------|
| | 1x | 4x | 8x | 12x | 24x | 52x |
| Full Page | \$5000 | \$4250 | \$4000 | \$3750 | \$3500 | \$3250 |
| 1/2 Page | \$2500 | \$2125 | \$2000 | \$1875 | \$1750 | \$1625 |
| 1/4 Page | \$1250 | \$1063 | \$1000 | \$938 | \$875 | \$813 |
| 1/8 Page | \$625 | \$531 | \$500 | \$469 | \$438 | \$406 |

x Open Rate \$104.16 per column inch

Sub-Bid Request Advertising Rates

| Column Inch | Frequency & Price Per Column Inch | | | |
|-------------|-----------------------------------|---------|---------|---------|
| | 1x | 4x | 8x | 12x |
| 1-12 | \$35.65 | \$33.92 | \$32.14 | \$30.36 |
| 13-24 | \$34.09 | \$32.37 | \$30.70 | \$28.50 |
| 25-36 | \$32.89 | \$31.22 | \$29.61 | \$27.00 |
| 37-48 | \$29.44 | \$27.94 | \$26.51 | \$25.00 |

Public/Legal Advertising Rates

| Column Lines | Price Per Line & Frequency | | | |
|--------------|----------------------------|--------|--------|--------|
| | 1x | 4x | 8x | 12x |
| 1 - 15 | \$7.98 | \$7.59 | \$6.25 | \$6.30 |
| 16 - 30 | \$7.42 | \$7.04 | \$6.67 | \$6.25 |
| 31 - 60 | \$6.61 | \$6.29 | \$5.96 | \$5.63 |
| 61 - 120 | \$4.83 | \$4.59 | \$4.35 | \$4.12 |
| 121 - up | \$4.19 | \$3.97 | \$3.77 | \$3.55 |

Banner Advertising Rates

• Specifications

| Type | Dimensions/Formats | Weight |
|---------|---|--------|
| Tile | 150 x 60 px / jpg, gif, txt, html | 8k |
| Endowed | 150 x 120 px / jpg, gif, txt, html, flash | 15k |
| Tower | 150 x 180 px / jpg, gif, txt, html, flash | 20k |

• Placement & Rates

SBEinc.com Homepage

| | |
|---------|----------------|
| Tile | \$270.00 / mo. |
| Endowed | \$350.00 / mo. |
| Tower | \$425.00 / mo. |

2nd Level Pages

| | |
|---------|----------------|
| Tile | \$189.00 / mo. |
| Endowed | \$245.00 / mo. |
| Tower | \$298.00 / mo. |

SBE Database Pages

| | |
|---------|----------------|
| Tile | \$135.00 / mo. |
| Endowed | \$175.00 / mo. |
| Tower | \$213.00 / mo. |

Contact us