



SBE MEDIA KIT

SMALL BUSINESS EXCHANGE
 Voice of Small, Emerging Diversity Owned Businesses Since 1984 • SBE is a certified OBE publication

Vol 28, Edition 31
 November 1, 2012
 Weekly Publication
 \$2.00
 www.sbeinc.com



C.C. Myers, Inc.
 REQUESTING BIDS FROM QUALIFIED
 DBE SUBCONTRACTORS AND SUPPLIERS
 FOR THE FOLLOWING PROJECT:
 #1128 - Commerce Center Drive
 Los Angeles County Department of Public Works
 Project ID No. 19C0014507
 Los Angeles County
 BIDDING CLOSING: 11/15/2012 11:00 AM
 916-635-9370 See page 3 for the full ad

SKANSKA
 is interested in obtaining in Good Faith, all subcontractors as well as
 certified DBE companies for the following project:
 Pavement Rehabilitation - Near Headline from 0.5 Mile West of
 Truck Tower Blvd to Hazard Wash
 Street & Route 4-40
 Contract No. 05-082704
 10% Penalties 0%
 BID CLOSING: 11/15/2012 02:00 PM
 951-684-5360 See page 3 for the full ad

Oscar Renda Contracting, Inc.
 Requesting quotes from San Francisco Small and Micro-LBE's and
 SPUC certified LBE's for the following project:
 San Antonio Backup Pipeline
 Contract W0-279
 URS/THM, Fremont, CA
 OWNER: San Francisco Public Utilities Commission
 BID DATE: November 15, 2012 at 1:00 PM
 BIDDING BY: November 14, 2012 at 5:00 PM
 817-491-2703 See page 4 for the full ad

Finding Subcontracting Opportunities with Major Corporations

Are you looking for new sales avenues for your small business? You may want to consider subcontracting with major corporations. There is lots of opportunity in this area, because big corporations have huge budgets and many needs. But well-



Image Credit by <http://www.democraticbusiness.com>

ing your services as a subcontractor to a big corporation requires different skills than you're probably using now. The following tips will help you succeed.

Successful Selling: Do Your Homework

Selling successfully to big corporations requires a lot of research before you approach them. Start by pinpointing some possible prospects. Industry publications will give you insights into the future plans of corporations you might want to approach. Once you have some prospects in mind, read their websites and annual reports (if they are public companies) to discover what they are

doing, and where they may need some assistance.

Big companies have procurement departments that deal with subcontractors and suppliers and will require you to submit a request for proposal. At least, that's the official line. In reality, this approach usually leads to frustration. Why? Because the other companies submitting RFPs are often current subcontractors who are likely to keep getting the business.

Win Big By Thinking Small

So what can you do? Avoid the procurement department and think small. Big companies are organized into functional units within divisions of the corporation. You'll get better results by pitching your services to a functional unit instead of going through the procurement department. You can also approach a regional office instead of corporate headquarters.

Diversity Means Opportunity

One exception to this advice is if you are a woman, a minority, or a military veteran. Many large corporations have supplier diversity programs that actively seek small businesses owned by women, veterans, or minorities as subcontractors. You can get more information about supplier diversity programs and certification here:

- National Minority Supplier Development Council
- National Veteran-Owned Business Association
- Women's Business Enterprise National Council

Keep in mind that supplier diversity programs generally require you to be certified as a woman-owned, veteran-owned, or minority-owned business. If you're not yet certified, or don't want to go through the process at this time, you can still approach a business through its functional units.

Tips for Making Business Contacts

Your next step is to drill down even further and find the key decision-makers within the functional unit you're approaching. Use social networking sites to get connected with the specific



San Francisco DPW
 Contract No. 10662 (ID No. FCE18446)
 BROADWAY STREETSCAPE
 IMPROVEMENTS PROJECT PHASE III
 FEDERAL AID PROJECT NO.
 STPL 5984565
 The Work is located in San Francisco on Broadway, between Kearny St. and Battery St. and consists of streetlights and pedestrian improvements, roadway rehabilitation, sewer work, streetlight and traffic signal work, and traffic reating, striping, signpost work, and all related work. The time allowed for completion is 150 consecutive calendar days. The Engineer's estimate is in excess of \$1,000,000. For more information, contact the Project Manager, Cristina Oles at (415) 559-4004.
 415-558-4004 See page 6 for the full ad

This is a complimentary copy. Paid subscribers receive first class mail.
 PUBLISHED BY SMALL BUSINESS EXCHANGE, INC.
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 U.S. Postage
 Paid
 San Francisco, CA 941
 Permit No. 528



On June 28 2012 San Francisco Board of Supervisors designated the Small Business Exchange newspaper as a minority outreach newspaper for the following communities for FY 12-13:
 African American
 Chinese
 Hispanic



SMALL BUSINESS EXCHANGE

Voice of Small, Emerging Diversity Owned Businesses

BUSINESS AND COMMUNITY LEADERS WILL FIND IN THE SMALL BUSINESS EXCHANGE, THE SMALL BUSINESS NEWS AND INFORMATION THAT THEY CAN'T GET ELSEWHERE.

It's All About Small Business

SBE delivers a mix of breaking news stories, informative features and detailed, up-to-date Bid, Contract, and Public/Legal announcements. SBE not only reports on general business news; it focuses on Diversity Owned Small Businesses. Minority, women, and disabled veteran business owners can find business tips and resources focusing on federal, state, and local programs incentives.

SBE Covers It All

BID Information - SBE's BID information is a popular business tool. Each issue covers current BID announcements for Business and Professional Services, Construction and Commodity Opportunities. SBE imports BID information from federal, state and local government websites on a daily basis, providing the most current information.

Public/Legal Announcements and Invitations to BID - Public agencies and institutions receive added value, such as print and electronic distribution and inclusion bid database.

Regular News Sections - News sections provide weekly business resources reported in the Banking & Finance and Supplier Diversity sections.

Continuing Columns - Continuing columns by syndicated columnist, Odette Pollar (Smart Ways to Work) will provide small businesses with critical management and marketing information. Profiles by journalist Cheryl Hentz, will also appear regularly.

Business Resources - SBE also features Business Resources that touch on topics such as Management, E-commerce, Legislation, Technology, Banking & Finance and much more.

Reach Your Target

SBE puts your advertising message in front of 45,000 business owners and decision makers each month. SBE delivers your message not only to their office but also to their homes. SBE also offers several marketing packages that can put you in touch with your target. SBE readers rely on SBE's 1,000,000+ diversity database which cuts diagonally across ethnic, gender and industry lines, representing a central location for all small businesses.



ADVERTISING WITH SBE



Small Business Exchange Newspaper publishes every Thursday. *The Small Business Exchange* also publishes weekly updates.

Advertisement space must be reserved by the end of business, the Thursday prior to publication.

Advertisements are also published online twenty-four hours a day at www.sbeinc.com.

Contact corporate offices for advertising options and rates.

Other Services Offered

SBE also offers two proven marketing packages created for client specific marketing needs. Both utilize a 4-step marketing process which includes: 1) Faxed broadcasts and/or email blasts to targeted members from the SBE certified database, 2) Advertising in the SBE print publications as well as online, 3) Telephone follow-up, 4) Detailed computer generated reports.

- **Diversity Outreach** - assists bidders to public agencies who need to reach a targeted market as well as identify subcontractors and suppliers for project participation to fulfill diversity requirements within their bids.
- **Marketing on a Shoestring Budget** - presents clients with qualified leads. This is not a sales program but rather a marketing push. SBE's database and marketing methods deliver prospects to whom the SBE client can sell their goods and services.
- **Moniker** - Electronically monitor & track funds paid to prime contractors and their project-related subcontractors.
- **Economic Calculator** - The "Impact Calculator" (included with package), gives credible tools to cumulatively measure the value of each contract including economic vitality, jobs created and taxes generated. (Based upon IMPLAN data specific to the market area)
- **www.sbeinc.com** is a resource on its own. By registering on the website you can log-in for up-to-date news, bid-information, and public/legal announcements. Other subscriptions offer partial access to a nationwide database of over 1,000,000+ members from all industry types.

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

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- Small Business Exchange publishes every Thursday
- SBE Today publishes every Monday & Thursday
- All ads are due by the end of the business day prior to publication date.

Mechanical Requirements/Submission Info

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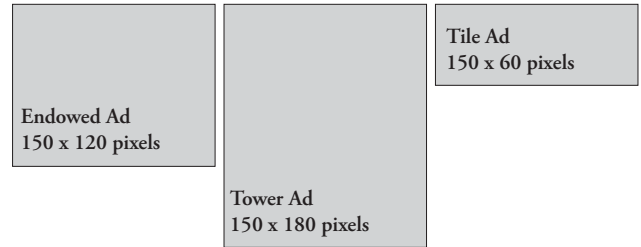
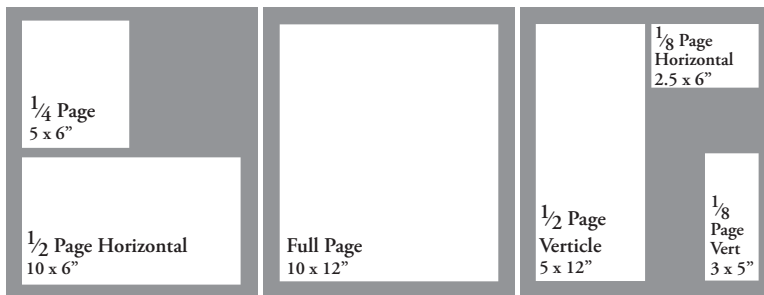
- Type page is 10" wide x 12" deep
- Column width is 2.5 inches
- 30% additional charge for front page
20% additional for page three
- Minimum size for front page is 6 column inches
- 10% typesetting charge, \$12 minimum
- Ads on the internet at same unit price.
Audit statement provided.
- Ads can be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

Internet

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

2013 ADVERTISING RATES



Display Advertising Rates

Size	Frequency & Price Per Column Inch					
	1x	4x	8x	12x	24x	52x
Full Page	\$2115	\$2009	\$1903	\$1800	\$1585.92	\$1057.44
1/2 Page	\$1124	\$1067	\$1012	\$955	\$843.12	\$561.84
1/4 Page	\$579	\$550	\$521	\$492		
1/8 Page	\$290	\$275	\$261	\$246		

x Open Rate \$48.28/column in.

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	\$6.78
16 - 30	\$7.42	\$7.04	\$6.67	\$6.30
31 - 60	\$6.61	\$6.29	\$5.96	\$5.63

RATES ARE NON-COMMISSIONABLE

Banner Advertising Rates

• Specifications

Type	Dimensions/Formats	Weight
Tile	150x 60 px / jpg, gif, txt, html	8k
Endowed	150x 120 px / jpg, gif, txt, html, flash	15k
Tower	150x 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	\$190.00 / mo.
Endowed	\$215.00 / mo.
Tower	\$340.00 / mo.

SBE Database Pages

Tile	\$200.00 / mo.
Endowed	\$250.00 / mo.
Tower	\$350.00 / mo.

ADVERTISING INSERTION ORDER

Please print or type. Submit completed form prior to advertising closing date.

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:

Small Business Exchange _____

Size of Ad Full Page 1/2 pg (V or H) 1/4 pg 1/8 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 *

* ADDITIONAL CHARGE

Total Cost

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

TOTAL	=	_____

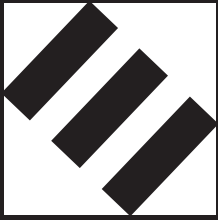
Approval Contract

Advertiser

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

SBE Representative

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



SMALL BUSINESS EXCHANGE

phone: (415) 778-6250 • fax: (415) 778-6255 • email: sbe@sbeinc.com • website: www.sbeinc.com

Small Business Exchange, Inc.

AD ORDER FORM

FAX completed form to (415) 778-6255

INFORMATION TO APPEAR IN AD

SUB-BIDS REQUESTED FROM QUALIFIED: MBE WBE DBE DVBE OBE LBE UDBE

PROJECT: _____

PROJECT LOCATION: (City, County, or District) _____

PROJECT NUMBER: _____ BID DATE: _____

BID TIME _____ RESPOND BY: (if other than bid date) _____

COMPANY NAME: _____

ADDRESS: _____

CITY/STATE/ZIP _____

PHONE: _____ FAX: _____

CONTACT NAME: _____

FURTHER DESCRIPTION OR INFORMATION: _____

AEOE

PUBLICATION DATES (please check publication AND indicate date(s) to run ad in the space provided):

SMALL BUSINESS EXCHANGE – Publishes every Thursday _____

SBE TODAY – Publishes every Monday & Thursday _____

INTERNET – www.sbeinc.com _____

PUBLICATION INFO: Reserve space by 3 p.m. the day preceding publication date. Late ads subject to a 25% late fee.

STANDARD SIZE: AD MEASURES 2.5" X 4", company logo may be included with 2.5" X 4" ad or larger.

BILLING INFO: The invoice will be sent to the above address unless otherwise specified.

CHECK IF REQUIRED: ORIGINAL mailed Tearsheet @ \$2.00 ea. REDUCED mailed copy @ \$1.00 ea. WEBSITE Audit Statement @ \$1.00 ea.

AUTHORIZED BY: _____ **DATE:** _____

