

Media Kit 2022

Small Business Exchange, Inc.



Publications

Uniquely positioned as print, online and digital publications.



SMALL BUSINESS EXCHANGE

This nationally-known weekly publication is available in both print and online editions. Since it was founded in 1984, SBE has become the “go to” publication for small-, minority-, women- and disable veteran businesses throughout the country. It offers a wide range of informative content aimed at helping these businesses prosper and be competitive, including guest columns by industry experts, profiles of successful businesses, regular columns (such as the popular “Access to Capital” series), and public/legal announcements.

LOUISIANA BUSINESS JOURNAL

Published monthly, digitally. The LBJ offers the same content as in the SBE, but with an emphasis on small businesses located or doing business in Louisiana.

SBE NORTHEAST

A weekly digital publication with news, information and bid opportunities for diversity firms, contractors, and agencies in the eight northeast states: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, and Vermont. SBE Northeast also produces special digital publications for projects and advertisers in other states.

SBE TODAY

This daily online digital publication offers readers late-breaking news, analysis, and features that provide them with the very latest information about their industry. SBE Today also includes public/legal announcements and timely content from other SBE publications that’s important for readers to know.

ACCREDITATION

- Adjudicated a newspaper of general circulation in the City and County of San Francisco (Gov. Code. 6000)
- “Trade/Focus” designation by CA DGS (California Department of General Services)



Editorial

SBE covers the world of small business from every angle.



BREAKING NEWS

We provide coverage of the topics that are particularly important to small business owners. To bring them the most prominent and current news, we draw upon a wide variety of sources. In addition to our own reporting staff, these include guest features by experts on particular subjects and articles from local and national publications and news organizations as National Public Radio, Entrepreneur, and PR Newswire. We also publish articles and information from such agencies and organizations as the Small Business Administration, the Minority Business Development Agency, the Green-lining Institute, and the American Subcontractors Association.

REGULAR NEWS FEATURES

In keeping with our philosophy that “information is power”, we look at the facts behind the news and provide in-depth analysis of the political, economic and industry trends that affect small businesses. These include the impact of changes in state and federal laws and tax codes, the new administration’s stance on diversity hiring, and what is being done to repair our nation’s crumbling infrastructure. SBE’s publications deliver a daily, weekly and monthly reports on these topics and much more.

CONTINUING COLUMNS

There are ongoing columns by our own staff of writers, as well as guest columns by well-known syndicated journalists, industry experts, business leaders, financial experts, and others, who will deliver vital information to our readers about how to be successful in today’s competitive marketplace. SBE publications include regular sections such as “Access to Capital”, “Public Policy”, “Workforce Development”, “Technology”, “Business Toolkit”, “ABLE” (Asian, Black, Latino Enterprise) and much more.

This year, we introduce a new guest columnist to our team, Jeff Thomas. Jeff Thomas is Publisher and Editor of Coloredthought.com. His articles have appeared in numerous print and digital publications including, Huffington Post, The Root, The New Orleans Tribune, the New Orleans Advocate. Jeff is a proud graduate of Xavier University of Louisiana where he majored in English and Journalism.

BUSINESS RESOURCES

SBE publications include regular sections such as “Public Policy”, “Workforce Development,” “Technology,” “Business Tool kit,” “ABLE” (Asian, Black, Latino Enterprise) and much more.

PUBLIC AND LEGAL ANNOUNCEMENTS

Public agencies and institutions such as the California State Lottery, California State University Stanislaus, Golden Gate Bridge District, Oakland Unified School District, San Francisco Department of Public Works, Tri Delta Transit, are just a few of the regular SBE public and legal advertisers that post throughout the year.

SUB-BID REQUEST OPPORTUNITIES

Prime Contractors, both Construction and Professional Services, advertise subcontracting opportunities they are actively seeking.

Audience

We cover one of the fastest growing segments of the small business community.



NATIONWIDE DATABASE

SBE 1.6 million database utilizes custom software residing on IBM Power9, capturing 75+ fields of information for targeted outreach.

- Small Businesses
- Stakeholders
 - Organizations and Chambers
 - Labor Unions
 - HBCUs
 - Federal, State and Local Government Jurisdictions

DEMOGRAPHICS

CIRCULATION

Readership	130,000
SBE (Weekly)	26,000
SBE NorthEast (Weekly)	40,000
LBJ (Monthly)	19,000
SBE Today (Daily)	21,000

PROFILE BY INDUSTRY

Service	46%
Product	41%
Construction	13%

READERSHIP PROFILE

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



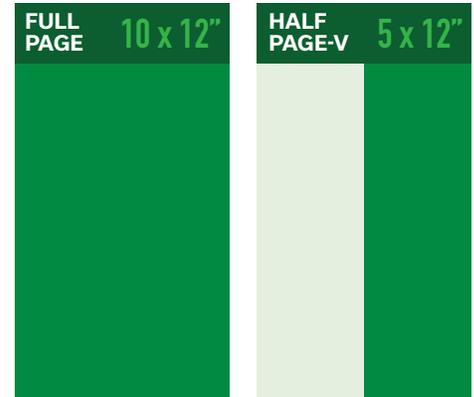
Advertising Rates



DISPLAY ADVERTISING RATES

Frequency & Price Per Column Inch

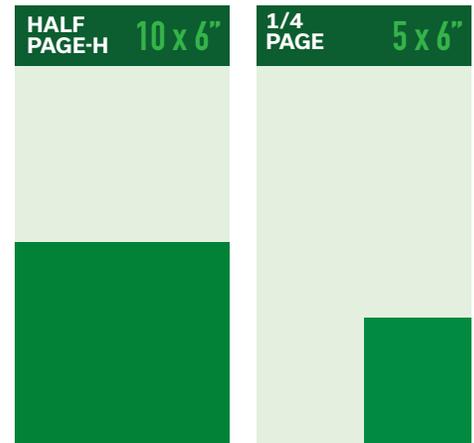
Size	<u>1x</u>	<u>4x</u>	<u>8x</u>	<u>12x</u>	<u>24x</u>	<u>52x</u>
Full Page	\$2114.88	\$2009.28	\$1903.68	\$1797.60	\$1585.92	\$1057.44
1/2 Page	\$1123.92	\$1067.76	\$1011.60	\$955.44	\$843.12	\$561.84
1/4 Page	\$579.36	\$550.32	\$521.16	\$492.36	\$434.40	\$289.68



PUBLIC/LEGAL ADVERTISING RATES

Price Per Line & Frequency

Column Lines	<u>1x</u>	<u>4x</u>	<u>8x</u>	<u>12x</u>
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

PLACEMENT & RATES

<u>SBE Homepage</u>		<u>2nd Level Pages</u>		<u>SBE Database Pages</u>	
Tile (150x60px)	\$270.00/mo.	Tile (150x60px)	\$189.00/mo.	Tile (150x60px)	\$135.00/mo.
Endowed (150x120px)	\$350.00/mo.	Endowed (150x120px)	\$245.00/mo.	Endowed (150x120px)	\$175.00/mo.
Tower (150x80px)	\$425.00/mo.	Tower (150x80px)	\$298.00/mo.	Tower (150x80px)	\$213.00/mo.

Rates are net (non-commissionable)

Specifications



PUBLICATION DATES

- **Small Business Exchange** publishes every Thursday
- All ads are due on Wednesday prior to Thursday publication date
- **SBE Today e-Newsletter** publishes every Monday and Friday and on-demand
- Ads due the preceding day
- **Louisiana Business Journal** publishes once a month The 1st Tuesday of the month.
- Ads are due the Friday preceding the publication date

[All publications available on demand by request]

MECHANICAL REQUIREMENTS /SUBMISSION INFO

- Type page is 10" wide x 12" deep
- Column width is 2.5 inches
- 30% additional charge for front page
- Minimum size for front page is 6 column inches
- 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.
- Digital files saved as PDF, EPS, TIF

BANNER SPECIFICATIONS

<u>Type</u>	<u>Dimensions/Formats</u>	<u>Weight</u>
Tile	150 x 60 px / jpg, gif, txt, html	8k
Endowed	150x120px / jpg, gif, txt, html, flash	15k
Tower	150x180 px / jpg, gif, txt, html, flash	20k





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