

DEMOGRAPHICS

Monthly Circulation

Readers per copy	4
Readership	45,000



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

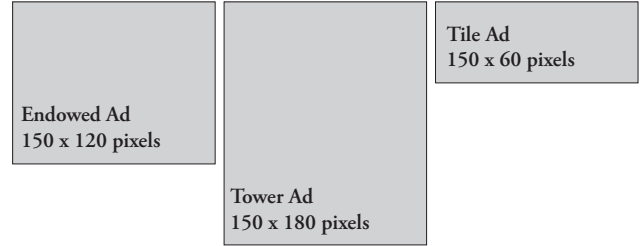
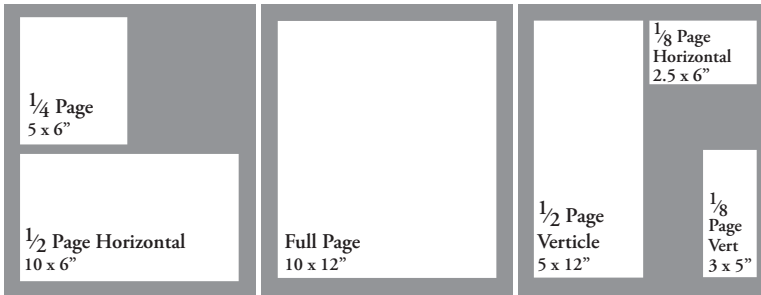
- Small Business Exchange publishes every Thursday
- SBE Today publishes every Monday & Thursday
- All ads are due by the end of the business day prior to publication date.

Mechanical Requirements/ Submission Info

- 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



Display Advertising Rates

Size	Frequency & Price Per Column Inch			
	1x	4x	8x	12x
Full Page	\$2115	\$2009	\$1903	\$180
1/2 Page	\$1124	\$1067	\$1012	\$955
1/4 Page	\$579	\$550	\$521	\$492
1/8 Page	\$290	\$275	\$261	\$246

• 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

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	\$114.00/ mo.
Endowed	\$148.80/ mo.
Tower	\$206.40/ mo.

2nd Level Pages

Tile	\$ 80.40/ mo.
Endowed	\$ 104.40/ mo.
Tower	\$100.80/ mo.

SBE Database Pages

Tile	\$ 56.40/ mo.
Endowed	\$ 73.20/ mo.
Tower	\$144.00/ mo.

**ADVERTISING
INSERTION ORDER**

Please print or type.

Submit completed form prior to advertising closing date.

SBE Print Publications

Small Business Exchange Newspaper

Publishes every Thursday

Closing Date:

3:00 PM Wednesday prior to publishing

SBE Today Newsletter

Publishes bi-weekly on Monday & Thursday

Closing Date:

3:00 PM Monday & Wednesday prior to 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 – Publishes every Thursday _____
 SBE Today – Publishes every Monday & Thursday _____
 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

Materials New Repeat (ad name & issue) _____

Total Cost

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

TOTAL	=	_____

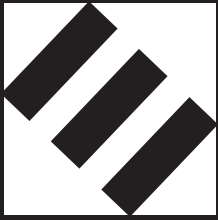
Approval Contract

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 DVB DBE OBE

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:** _____

