

**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%

**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](http://www.sbeinc.com)

**Publication Dates**

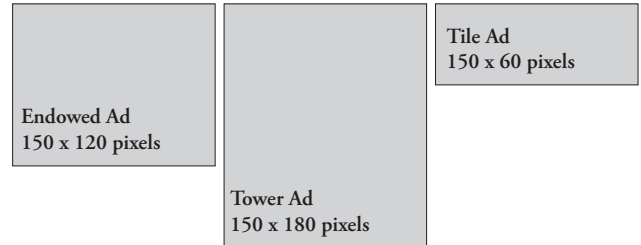
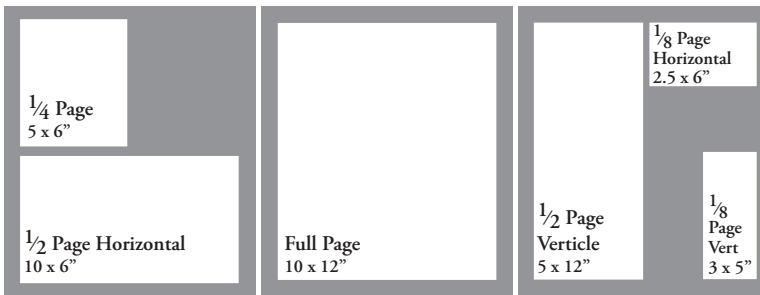
- Small Business Exchange publishes every Thursday
- SBE Today publishes every Monday & Thursday
- All ads are due by the end of the business day prior to publication date.

**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](mailto: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](http://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.