



The **Small Business Exchange** is a statewide CA weekly publication, which lists government bid opportunities and business information for small-, minority-, woman-, disadvantaged-, and disabled-veteran-owned businesses.

With a monthly readership of 25,000, SBE reaches a diverse audience, cutting across ethnic and gender lines, as well as traditional industry segments. Our newspapers sell continuously as readers refer to thousands of bids (construction, products, business and professional services) calendars and editorials - day after day.

Advertise your products and services to a highly targeted and industry-specific market and guarantee yourself results. Additionally, outreach ads placed in the SBE weekly newspaper bring the confidence that such ads comply with government regulations.

Quick Facts

SBE is:

- Adjudicated a newspaper of general circulation
- Determined both "Trade" and "Focus" by the State of California, Department of General Services and Office of Small Business Certification Resources
- A major advertising source for the University of California, system-wide, state and local agencies, as well as major prim contractors

Audience Profile

S/D/M/W/DVBE's	81%
Government Agencies	4%
Large Corporations	2%
Legislators	1%
Organizations/Associations	1%
Universities/Colleges	1%

Audience Profile By Industry

Service	46%
Product	41%
Construction	13%

PUBLICATION INFO: SBE publishes 3 times a week: *SBE Today* is published on Monday and Thursday. *Small Business Exchange* is published on Thursday.