

SMALL BUSINESS **today** MAGAZINE

RATE CARD

EFFECTIVE DECEMBER 1, 2015

YOUR GUIDE TO "BIG" BUSINESS ACHIEVEMENT

SMALL BUSINESS **today** MAGAZINE

AUGUST 2015 / HOUSTON

KENNY OZOUDE
CEO, EUDORA HEALTHCARE

Fueling Your Desire to Win

How to Maximize Trade Show Exposure

Doing Business in Turkey

Know Your Value

Succeeding in Competitive Conditions

Know Your Value

Fueling Your Desire to Win

How to Maximize Trade Show Exposure

Doing Business in Turkey

Small Business Today Magazine Digital Edition

Small Business Today Magazine Digital Edition currently reaches over 90,000 online subscribers internationally at every level of business ownership. The publication's format and content make it a universal read.

Promotional Opportunities

Small Business Today Magazine offers a variety of ways for local and national businesses to gain access to its highly coveted audience. Editorial opportunities, cost effective display advertising and 1, 2, and 4-Page "Profiles" that include 500 glossy reprints are a terrific "one, two punch" for a company's promotion. The most powerful marketing is the telling of the "back story" of that company, product, or service. These profiles put your company, product, or service in the news, in the spotlight, and into the view of your future clients.

Exclusive Support Services

Small Business Today Magazine is so much more than a magazine! Our monthly "Champagne Launch" events give our clients the opportunity to meet the new cover honoree and their most influential guests. In addition, they receive personal introductions from the Publisher and the magazine staff. Personal introductions are also made at the various networking events that Small Business Today Magazine is a sponsor or member of. Clients are also invited to be a special guest on the Small Business Today Magazine Talk Show as well as given a priority on their placement of an educational column within the magazine. They also are promoted on all of the Magazine's social media, blog, and newsletter. Other special events are in the works which include a Small Business Today Magazine Cruise, a Small Business Today Magazine Entrepreneur Awards Gala, and so much more!

PROFILES

Size	1x	
1 Page	\$1,975	(1 Page + 500 Reprints & ePrint)
2 Page	\$3,250	(2 Pages + 500 Reprints & ePrint)

4-COLOR AD RATES

Size	1x	3x	6x	12x
Full Page	\$2,050	\$1,850	\$1,595	\$1,250
Ad/Edit Page	\$1,850	\$1,650	\$1,350	\$1,150
Half Page (H)	\$1,500	\$1,250	\$995	\$850
Quarter Page (V)	\$895	\$795	\$695	\$500

PREMIUM PAGE RATES

Size	1x	3x	6x	12x
Back Cover	N/A	\$2,600	\$2,450	\$1,850
Inside Front Cover	\$2,450	\$2,250	\$1,850	\$1,595
Inside Back Cover	\$2,350	\$2,150	\$1,750	\$1,495
2 Page Spread	\$3,850	\$3,550	\$3,150	\$1,995

CLASSIFIED RATES

	1x	3x	6x	12x
(B/W)	N/A	\$350	\$275	\$250

Small Business Today Magazine is a monthly publication as both a glossy, hard copy and a powerful digital (online) edition. The principals of Small Business Today Magazine (Steve Levine, Barbara Davis-Levine, & John Cruise) bring more than 60 years of publishing, marketing, advertising, and small business empowerment expertise to the publication and its support services. Together, the leadership team represents a "legacy" of knowledge and a reputation for results for aspiring entrepreneurs, small business owners, and their growing family of satisfied clients serving the small business community. They truly understand that "Small Business is Big Business Today!"

THE PUBLICATION

Our Mission Statement

Small Business Today Magazine's mission is to "Educate, motivate, inspire, and empower today's aspiring entrepreneurs and small business owners to achieve their dreams of big business success."

The Publication's Format & Content:

The Cover Honoree

The "Centerpiece" of Small Business Today Magazine is a Cover Story of a local entrepreneur who has built a successful business in the community and has become a role model for this and future generations of entrepreneurs. The Cover Honoree must be nominated by one of the members of the Publisher's Advisory Board who are selected for their feedback. Each Cover Story culminates with that Cover Honoree's best advice for the reader. The criteria for the Cover Honoree has more to do with the quality, integrity, and generosity of the individual than their annual sales or personal income.

The Editorial Content:

All editorial content is chosen by the Editor for its ability to educate and empower the reader. The editorial pages are designed to look like text book pages, as that is how they function.

Circulation & Distribution

Hard Copy Distribution

Small Business Today Magazine's 3,000 glossy hard copies can be found each month in over 400 distribution points that include the 14 campuses of the Small Business Development Council, the Houston Minority Supplier Development Council, the Women's Business Enterprise Alliance, and banks such as Chase Bank, Bank of America, etc.



PREMIUM PROFILE REPRINT PROGRAM

U.S. rate card Effective **EFFECTIVE JULY 1, 2015**

SMALL Business today

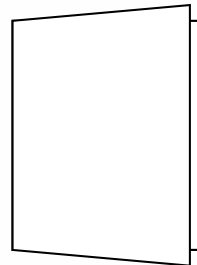
MAGAZINE • WEB • TALK SHOW • EVENTS



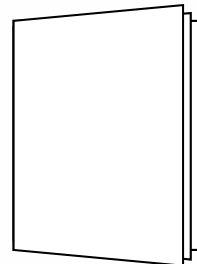
COVER & PREMIUM PROFILES

Your dynamic story demands attention. A reprint of a Cover Story or Premium Profile offers exclusive, customized options for your company to emphasize its strengths and brand attributes. A feature story is about an extraordinary person accomplishing extraordinary goals. One can optimize this distinctive opportunity by positioning your compelling story in front of customers and prospective buyers. A customized, tailored reprint allows flexible changes from the original Cover Story or Premium Profile about your company, products, or services. Multiply your marketing message by the thousands with customized, professionally produced, high quality, 4 color reprints.

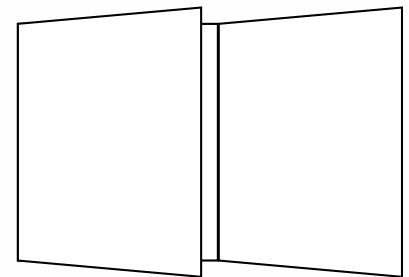
Please contact your local publisher and ask about our bundled reprint services including Digital Reprints and Reprints in Spanish. We can provide the right solutions to fit your specific needs.



4 PAGE



8 PAGE



6 PAGE

REPRINT SPECIFICATIONS

- Custom modifications from original content
- Extended pages to accommodate your compelling story
- Include your company logo
- Add or remove existing advertisement
- Remove date and page numbers
- Add color borders or backgrounds
- Flexible positioning of content and photography
- Align your company with our respected publication
- All reprints are printed on 100 lb. cover quality paper
- All reprints are printed in UV coated 4 color (CMYK)
- Includes a high gloss UV coating for an elegant, long-lasting finish
- Available in 4, 6, or 8 page formats

REPRINT COVER & PREMIUM PROFILES

REPRINT SERVICE PREMIUM PROFILE PROGRAM

Quantity	4 Page	6 Page	8 Page
1,000	\$4,660	\$5,510	\$6,705
2,000	5,045	5,955	7,255
3,000	5,430	6,400	7,805
4,000	5,815	6,845	8,355
5,000	6,200	7,290	8,905
6,000	6,585	7,735	9,455
7,000	6,970	8,180	10,003
8,000	7,355	8,625	10,585
9,000	7,740	9,070	11,125
10,000	8,125	9,515	11,655

MECHANICAL SPECIFICATIONS:

Final Trim:	8.5" wide x 11" tall
Binding:	Saddle-stitched
Cover:	Offset on 100# coated enamel stock with a high-gloss, UV coating

ADVERTISING SPECIFICATIONS

Platform:

Macintosh platform preferred

Preferred File Format:

Press optimized, Acrobat PDF compliant files are the preferred format for final artwork. Other acceptable applications are: Adobe InDesign, Adobe Illustrator, and Adobe Photoshop. We do not accept ads created in Microsoft Publisher, Microsoft Word, Microsoft Power Point, Multi-Ad Creator, or Corel Draw.

File Transfers:

All digital files should be provided on a CD or DVD and must be accompanied by a hard copy/proof of the finished product.

Color:

All images must be saved in CMYK format. Any RGB, Index, or PMS colors must be converted to CMYK prior to submission of materials.

ADVERTISING PAGE DIMENSIONS

(W X H)

Spread (Bleed)	17.1" x 11.2"
Spread (Non-Bleed)	15.85" x 10.15"
Full (Bleed)	8.6" x 11.2"
Full (Non-Bleed)	7.5" x 10.15"
1/2 Horizontal (Non-Bleed)	7.5" x 5"
1/4 Vertical	3.67" x 5"

SMALL Business today

MAGAZINE • WEB • TALK SHOW • EVENTS

For more information about advertising, editorial opportunities, or how your company can be profiled and/or promoted in the pages of

Small Business Today Magazine,

PLEASE CONTACT: Advertising at 832-419-2814 info@sbtmagazine.net

SPECIAL ADVERTISING AND MARKETING OPPORTUNITIES

Reprints of Profile featured in Small Business Today Magazine are a popular and cost-effective way to promote your business. Reprints are perfect for trade shows, direct mail, inserts, and more. Ask about other multimedia advertising opportunities such as counter cards, custom posters, variable data, and more. Our design service team will assist you in developing a marketing program that will help grow your business.

Additional Information

Standard agency discount rates apply

Rate Specifications:

All ad and inserts are per insertion. Color may be added to B & W ads for an additional \$100 per color (CMYK only).

Preferred Placement Rates

The advertiser is charged a 10% premium for a special position in the magazine.

Design Services

Custom graphic design services are available for a small fee. Ask your Publisher about costs. All proofs are sent via email and a response is mandatory within 72 hours or the ad is run "as-is".

Payment

The first ad payment is payable by check or credit card prior to publication. If paying by check, all future ads will be invoiced for payment prior to publication with payment due prior to publication. Payment by credit card will be charged on the date it is received and charges for future ads will be charged prior to publication. A prepayment discount of 10% is available for advertisers who pay two or more ads in advance. The discount is applied to the total contract amount.

