



# Small Business Association of Michigan 2020 Advertising Rate Guide

As Michigan's largest small business organization, SBAM is a voice that small business owners trust. Partnering with SBAM provides your company access to over 27,000 business owners in Michigan.



# FOCUS MAGAZINE

27,000+ small business owners read SBAM's bi-monthly publication. Our members range 1-500 employees, in all 83 counties of Michigan and in all kinds of industries.

With articles, stories and editorials on issues that matter, our readers use FOCUS as an important source of information impacting their business.

FOCUS highlights best practices in human resources, new developments in marketing strategies, changes in tax and business legislation, and other resources to help small businesses thrive.

Call SBAM at (517) 267-2205 to customize a marketing plan that fits your needs, goals, and budget with a unique blend of FOCUS magazine advertising, online advertising, electronic advertising, podcasts, webinars and event sponsorships.



**WE GROW MICHIGAN BUSINESS LIKE NOBODY'S BUSINESS.**

**PURE PARTNERSHIP**  
You know your business better than anyone. But MEDC knows more about Michigan businesses than everyone. We're here to help you build relationships through our Pure Michigan Business Connect program, assist with finding access to capital at every stage, expand into global markets through our International Trade Program and get you going in the mobility sector through PlanetM. Unsure how your business can benefit? Give us a call, we have the answers. Find out more at [michiganbusiness.org/pure-partnership](http://michiganbusiness.org/pure-partnership)

**MICHIGAN ECONOMIC DEVELOPMENT CORPORATION**

CE 209122\_SBAM-Brighter Future\_5.5x8.5.indd 1



**A Brighter Energy Future for Michigan**

We're passionate about making life in Michigan better today while keeping an eye on improving the future. Our vision includes adding more renewable energy from wind and solar and to stop using coal, ensuring Michigan is a great place to live for generations to come.

Above: Our solar power plant at Grand Valley State University.

**Consumers Energy**  
Count on Us®

Search Consumers Energy sustainability

500019 10/21 AM



Reach SBAM members directly through their mailboxes.

Prominently promote your product or service to small business owners through a tag-along mailing with FOCUS.

Poly bagging rates start at \$3,000.



# FOCUS MAGAZINE

## FOCUS Production Schedule

Issue	Space Close	Copy Close
Jan/Feb	Dec 2	Dec 6
April/May	Mar 4	Mar 11
July/Aug	June 4	June 10
Sep/Oct	July 29	Aug 3
Nov/Dec	Sep 24	Sep 28

## FOCUS Display Position

	1x	3x	5x
Full Page	\$1,650	\$1,325	\$1,200
2/3 Page	\$1,260	\$985	\$860
1/2 Page	\$945	\$785	\$655
1/3 Page	\$860	\$710	\$535
1/4 Page	\$685	\$560	\$395

## FOCUS Cover Positions

	1x	3x	5x
Back Cover	\$2,150	\$1,775	\$1,625
Inside Front	\$1,950	\$1,675	\$1,500
Inside Back	\$1,800	\$1,575	\$1,325

## FOCUS Themes

### Issue

Jan/Feb	<i>Sales &amp; Marketing</i>
April/May	<i>Operations</i>
July/Aug	<i>Entrepreneurship</i>
Sep/Oct	<i>Human Resources</i>
Nov/Dec	<i>Election</i>



SBAM VIP members and Friends of Small Business members receive a 5% discount.

# DIGITAL ADVERTISING

Broaden your reach -  
use digital advertising to  
supplement your print ads.



Promoting your products and  
services to Michigan small  
business owners is easy when  
you advertise on SBAM.org.  
Average monthly website  
views tops 10,000.

## Sponsored Content

Article posted on SBAM.org and  
in SBAM Small Business Weekly  
with link back to content  
provider's website. Content also  
shared across SBAM social  
platforms.

\$500/post

## SBAM Resources Page Advertising

One Month	\$429/mo
Three Months	\$299/mo
Six Months	\$199/mo
Twelve Months	\$169/mo

Banner Size:

250 pixels wide x 300 pixels high

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# DIGITAL ADVERTISING

Market directly to small business owners through SBAM's e-newsletters

**LANSING WATCHDOG**  
News & information to help you know what's going on in Lansing

**THIS WEEK IN LANSING**

Yeah, he really did say that...

"When you see people in the line to vote, what does that make you think, 'What today?'"  
- Rep. Jeff Irwin

Rep. Jeff Irwin (D-Ann Arbor) to attorney Eric Doster during a comment on general election ballots. Doster, who does legal work for the Michigan committee chair ended the back-and-forth shortly thereafter.

**Data centers would get full tax break if Senate passed bill**  
As part of an effort to land a \$5 billion data center investment, the Senate on Thursday passed two bills on 21 to 15 votes to give sales and use tax.

Earlier in the day, the Senate Michigan Competitiveness Committee passed a bill (SB 617) with language that would have relieved data centers of sales and use tax. The full exemption was restored on the Senate floor.

The package, now headed to the House, applies the exemption to maintain or manage data and similar functions. Segments of the package against the package as favoring one sector of the economy.

Senate Majority Leader Arlen Specter (R-West Olive) told the package through the House were ongoing.

[Read More](#)

**Long-term HICA fix bill moves to House floor**

**SMALL BUSINESS WEEKLY**  
NEWS AND UPDATES FROM THE SMALL BUSINESS ASSOCIATION OF MICHIGAN

**Why so many managers have poor listener syndrome**  
The same qualities that describe a good listener, describe a good leader: respect, concern, an openness to new ideas, empathy, compassion, curiosity, trust, loyalty, and receptivity. However, one of the lowest rated behaviors in 360-feedback surveys for managers is listening.

Once the reason is identified for the poor listening, it can be solved for. Here are some of the most common culprits:

**Continue reading...**

**Cybersecurity & Your Small Business**  
Join local business leaders to discuss what cybersecurity means from a small business owner's perspective.

**Details:**  
November 27th  
3:00pm - 7:00pm  
Egypt Valley Country Club

[www.sbam.org](http://www.sbam.org)  
Small Business Association of Michigan

**Mark Davidson, EOP**  
Vicki Davidson  
"Looking through the lens"

**Cynthia Kay Dwyer**  
CRAI, LLC  
"18 months, strong"

**Michael Mark, L.B.**  
Bachman Law  
"Weathering it"

**Chad Reimer, CEO**  
Reimer Technology  
"Refiners"

**Moving beyond barriers**  
There's a mentality that is found in many successful entrepreneurs and business owners. The will and the want to outwork and out hustle, to do what the others are not willing to do, in order to be as successful as possible. But this mentality is also prevalent in another group. A group I became a part of, long before I even knew what entrepreneurship was. When I was ten years old. When I became a person with a disability. [Continue reading.](#)

**Steps small businesses can do right now to protect itself from a cyber attack**  
I don't want you to take it personally, but most cyberattacks are not targeted. They target the vulnerable and the unprotected. It does not matter if you are a Fortune 500 company, a small business, or a lover of AI. You and I both know it can't happen to us. The reality is that it will. [Learn more!](#)

**Using criminal checks in background screening**  
More and more employers are using background screening as part of the employment process. This is important for protecting employees as well as the company. These days we see acts of violence happening in the work place far too often in the news. We also see more litigation against employers based not only on what they knew, but what they should have known, so it is logical that background screening is important. [Continue reading.](#)

**SBAM WEDNESDAY WISDOM**  
CAMRON DNASS  
TRACTION  
LANSING

**SMALL BUSINESS WEEKLY PODCAST**  
SUCCESSION PLANNING  
Featuring  
ADAM ZIMMERMAN  
WEST MICHIGAN LAW  
MUSKOGEE & ZEELAND

**LOOKING TO BUILD OR RENOVATE?**  
**BUILD IT RIGHT**  
www.spaceinc.net/events

**SPACE**  
CHEMICAL  
SMALL BUSINESS  
SPENCE  
WTA ARCHITECTS

Small Business Association of Michigan  
120 N. Washington Square Suite 1000 | Lansing, MI 48933  
(800) 362-6461

SBAM communicates with our members on a weekly basis through our **Small Business Weekly** e-newsletter.

Members also receive a government relations update through **Lansing Watchdog**.

These are excellent opportunities to put your company in front of small business decision makers.

## E-Newsletter Advertising

One Week	\$190/week
Four Weeks	\$140/week
Eight Weeks	\$90/week
Twelve Weeks	\$75/week

Banner Size

650 pixels wide x 200 pixels high

SBAM VIP members and Friends of Small Business members receive a 5% discount.



# EVENT SPONSORSHIP

## Annual Meeting & Small Business Summit

June | 450 - 500 attendees

Sponsorship Opportunities: \$550 - \$10,000

Promotional Reach: 27,000+ Michigan small business owners

## Leadership Council Meetings

Sponsorship Opportunities: \$5,000

Promotional Reach: 300 - 500 regionally targeted, successful second stage small business owners

## SBAM's Golf Outing to Benefit Michigan Celebrates Small Business

Late Summer

Sponsorship Opportunities: \$250 - \$5,000

Promotional Reach: 27,000+ Michigan small business owners

## SBAM Owner to Owner Meetings

Sponsorship: \$1,000 per region for 12 months

Promotional Reach: 300 - 500 regionally targeted small business owners

## SBAM Webinars

Educational webinars

Sponsorship: \$500/webinar

Promotional Reach: 27,000+ Michigan small business owners

Content subject to SBAM approval

Connect in-person with small business owners by sponsoring an SBAM event!



Sponsor an Owner-to-Owner event.

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# SOCIAL MEDIA & PODCASTS

## Small Business Weekly Podcast

10 - 15 minute recorded podcasts with top Michigan experts on entrepreneurial success.

Available on iTunes and Sound Cloud.

Promoted on social media, SBAM.org and the Small Business Weekly e-Newsletter. SBAM will record the material. Sponsor is invited to help identify/provide content and/or do interviews or SBAM will create content per sponsor approval.

- \$400 for 1 podcast
- \$600 for 2 podcasts
- \$800 for 4 podcasts



Connect with small business owners through podcasts and social media.



## SMALL BUSINESS WEEKLY PODCAST

*Featuring*

**Your Name**

**Your Business**



*\*your  
picture  
here\**

## Facebook Live Event

Go live from your location on SBAM's Facebook page with an educational message for SBAM members and followers.

Promoted in advance on social media, SBAM.org, and in e-publications.

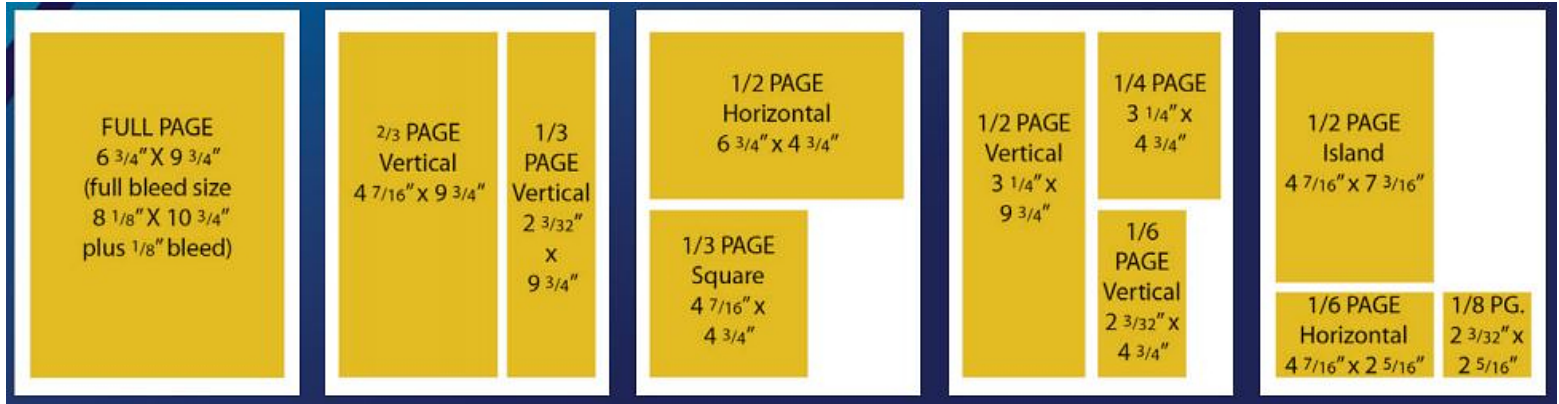
- \$500 for 1 Facebook Live event
- \$900 for 2 Facebook Live events

Live events are promoted post-event and reach an average of 4,000 views.

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# AD SUBMISSION GUIDELINES

Questions? Contact Lori Birman, SBAM Vice President  
Membership & Development  
120 N Washington Square Suite 1000 Lansing, MI 48933  
Ph: (800) 362-5461 ext. 205  
Fax: (517) 853-5772  
Email: [lori.birman@sbam.org](mailto:lori.birman@sbam.org)



Full page trim size: 8-1/8" x 10-3/4". See ad sizes above.

## Bleeds

No extra charge on full pages. Trim size 8-1/8" x 10-3/4". Keep live matter 1/4" from edges. Be certain to include 1/8" bleed imagery. Total image area should be 8-3/8" x 11". There is no need to add registration marks manually. The automatic crop mark feature in the page layout software is sufficient.

## Accepted File Formats (In order of preference)

1. PDF: CMYK, press quality, with all fonts embedded. Acceptable PDF's must be created from the following programs: Adobe InDesign, QuarkXPress, Adobe Illustrator. The quality of PDFs created with any other program cannot be guaranteed. If you are building your file in InDesign or Quark, you can use our InDesign export.joboptions or Quark export.joboptions to create your output file. Simply download the appropriate file to your computer, load it into your PDF Export options, then use it to create your print ready PDF. This will eliminate the need to copy links and fonts to us. After you create your print ready PDF, please look it over to make sure it looks the way you want it to. If you have any troubles creating a print ready PDF file, or need help transferring your raw files, feel free to call our prepress department at 1-800-773-7798. You're also welcome to read our Electronic File Submission Guide (<http://www.villagepress.com/vpsupport/adsubmission>).
2. EPS file with all fonts converted to outlines from Adobe Illustrator or Freehand. We cannot accept native Freehand documents.
3. Native files from the following software: Adobe InDesign, Adobe Illustrator, QuarkXPress, Adobe Photoshop.
4. Adobe Photoshop native files, .tiff, and .jpg files are acceptable however the quality of text and line art won't be as crisp as files provided in the formats above.

## Media Accepted

Large high-resolution (over 5 MB) files can be sent electronically to our FTU site: EZ File Transfer; USER NAME: user; PASSWORD: user.

Smaller files (under 5 MB) may be sent as an E-mail attachment.

CD or DVD accompanied by a hard copy proof.

Please do not send negatives.

## Color

Images must be in CMYK or Grayscale.

DO NOT use RGB colors.

Color saturation should be limited to 360% or less coverage.

Please avoid use of 4-color black for fine lines and copy.

For black areas thicker than .25" to .5" a "packed-black" is suggested for better appearance. We recommend a breakdown of 50C, 40M, 40Y, 100K.

## Black-and-White Ads

All black-and-white ads must be set up to output as one-color art. No color specifications should be applied to any type or art elements of a black-and-white ad. This will prevent any unanticipated screen tints from appearing in the final output.

## Images

Digital photography and scanned images must be 300 dpi (at scale). Line art should be scanned at 600 dpi or higher. When creating lines in your images, do not use the "hairline" line thickness (for best results use .5 thickness or higher).

## Fonts

Embed all fonts when submitting PDFs

Post Script fonts are preferred.

Avoid the use of True Type fonts.

At submission, remember to include all screen and printer fonts.

When practical, please convert all text to outlines.

## Compression

If submitting files to us that are compressed, please send us a single archive file using either Stuff-It or Zip.

## Ad Preparation Services

If the production department considers a digital ad to be incorrectly set up by the advertiser, the advertiser may correct and resubmit the ad or the advertiser may request the production department to alter the ad to meet specifications at an additional charge to be quoted.



# ADVERTISING CONTRACT

Questions? Contact Lori Birman, SBAM Vice  
President Membership & Development  
120 N Washington Square Suite 1000  
Lansing, MI 48933  
Ph: (800) 362-5461 ext. 205  
Fax: (517) 853-5772  
Email: lori.birman@sbam.org

Company:

Address:

City/State/ZIP:

Phone:

Email Address:

Representative:

Signature:

## Advertising Selected

- FOCUS Magazine
- SBAM.org
- E-Newsletter
- Sponsored Content
- Podcast
- Webinar
- Facebook Live

## Special Instructions/Options Chosen

## For FOCUS Advertisers:

### Position Selected

Back Cover

2/3 Page Vertical

1/3 Page Vertical

1/4 Page Vertical

Inside Front Cover

1/2 Page Vertical

1/3 Page Horizontal

Inside Back Cover

1/2 Page Horizontal

1/3 Page Square

Full Page

1/2 page Island

### Issues Selected

- ☐ January/February ☐ May/June ☐ July/August  
☐ September/October ☐ November/December

**Contract must be  
completed and signed  
before advertising will  
be accepted.**