

2024 ADVERTISING RATE GUIDE



Opportunities to reach Michigan's small
business owners



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 32,000 business owners in Michigan.

SBAM.ORG

FOCUS MAGAZINE

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.

Reach SBAM members directly through their mailboxes. With articles, stories and editorials on issues that matter, our readers rely on FOCUS as an important source of information impacting their business.

Total Readership Distribution: 32,000+

Print: 10,000

Digital: 22,000

6 Issues Each Year



FOCUS MAGAZINE

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 Production Schedule

Issue	Space Close	Copy Close
Jan / Feb	Dec 1	Dec 6
March / Apr	Jan 24	Jan 28
May / June	Mar 17	Mar 23
July / Aug	May 26	June 3
Sept / Oct	July 29	Aug 4
Nov / Dec	Sept 22	Sept 28

FOCUS Display Position

	One Time	Three Times	Six Times
Full Page	\$1,820	\$1,465	\$1,330
2/3 Page	\$1,380	\$1,085	\$940
1/2 Page	\$1,040	\$870	\$730
1/3 Page	\$940	\$790	\$600
1/4 Page	\$760	\$620	\$440

FOCUS Cover Position

	One Time	Three Times	Six Times
Back Cover	\$2,350	\$1,950	\$1,780
Inside Front	\$2,140	\$1,830	\$1,650
Inside Back	\$1,980	\$1,730	\$1,460

DIGITAL ADVERTISING

Promoting your products and services to Michigan small business owners is easy when you advertise on [SBAM.org](https://sbam.org). Average monthly website views tops 10,000.

SPONSORED CONTENT \$550/POST

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

SBAM NEWS/BLOG PAGE ADVERTISING

- One Month: \$469/mo
- Three Months: \$339/mo
- Six Months: \$229/mo
- Twelve Months: \$219/mo

BANNER SIZES:

- 380px x 400px
- 585px x 400px
- 1200px x 400px

*SBAM does require a banner ad for all sizes

The screenshot shows a web browser window displaying the SBAM.org website. The page title is 'News & Resources'. The navigation bar includes 'SEARCH', 'NEWS', 'EVENTS', 'CONTACT', 'LOGIN', and social media icons for Facebook, Twitter, LinkedIn, and YouTube. Below the navigation bar, there are links for 'Why SBAM', 'Member Benefits', 'Harmony', 'Resources', 'Advocacy', 'About Us', and a 'Join Now' button. The main content area features three advertisements:

- Advertisement 1:** A woman talking on a phone. Text: 'Told you don't qualify for ERC? 80% of the clients we've helped get the Employee Retention Tax Credit were told the same thing. FIND OUT IF YOU QUALIFY → cllragroup.com/sbam'. Logos for 'SMALL BUSINESS ASSOCIATION OF MICHIGAN APPROVED' and 'CLRA GROUP' are visible.
- Advertisement 2:** 'RISKASSURE Gain visibility and take control over your cyber information. Learn More'. Includes an image of a laptop displaying a dashboard.
- Advertisement 3:** 'consumers credit union yes! Happens Here. Thanks to a full portfolio of business loan solutions.' Includes a house icon.

DIGITAL ADVERTISING

SBAM communicates with our members through our weekly 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: \$220
- Four weeks: \$170 p/week
- Eight weeks: \$120 p/week
- Twelve weeks: \$100 p/week

BANNER SIZE

650px wide by 250px high

October 30, 2023



Rock the Check-In


The check-in. This simple often overlooked management practice holds the potential to revolutionize work together in unexpected ways. Here is a fresh structure to help you ROCK check-ins with your team.

[Read More](#)

Strategies for Navigating Recession through Employee Development

According to recent research from the McKinsey Global Institute, companies that prioritize both human capital development and effective workforce management tend to outperform their peers in terms of profitability and resilience, while also excelling in talent attraction and retention.

[Read More](#)



EVENT SPONSORSHIP

Connect with small business owners through event sponsorships, including in-person opportunities and educational webinars.



SBAM ANNUAL MEETING & SMALL BUSINESS SUMMIT June 2024

Featuring:

- 55 exhibits
- Panel discussions
- Networking
- Luncheon
- Keynote

Sponsorships start at \$1,000



MI HIDDEN TALENT WORKSHOP March 2024

The conference is a one-day training seminar for business owners/leaders and HR professionals, providing tools and insights needed that will help companies hire Michiganders with disabilities. Sponsorships start at \$1,000



SBAM'S ANNUAL GOLF OUTING Benefits the SBAM Foundation Late Summer 2024

Sponsorships start at \$500

EVENT SPONSORSHIP

Connect with small business owners through event sponsorships, including in-person opportunities and educational webinars.

LEADERSHIP COUNCIL MEETINGS

- Sponsorship Opportunity: \$5,000 annually.
- Promotional Reach: 200 members of SBAM's Leadership Council, comprised of successful, second-stage business owners. This dynamic group meets three times each year, providing you exclusive access as a sponsor.

February Legislative Event
June Networking Event
October Fall Summit



SBAM OWNER TO OWNER MEETINGS

- Sponsorship: \$1,000 per region for 12 months.
- Promotional Reach: Regionally targeted small business owners.
- Sponsors are the only non-business owners invited to attend.

We host 2-3 events annually in each of our ten regional engagement zones.



PODCASTS & WEBINARS

The Small Business Association of Michigan's weekly podcast presents a dynamic audio interview from Michigan small business owners and influencers.

SMALL BUSINESS WEEKLY PODCAST

- 10 - 15 minutes.
- Available on iTunes and SBAM.org.
- Promoted on social media, SBAM.org and the Small Business Weekly e-Newsletter.
- Sponsor is invited to help identify /provide content and/or do interviews or SBAM will create content per sponsor approval.

INVESTMENT

- \$400 for one podcast
- \$600 for two podcasts
- \$800 for four podcasts



Small Business Association of Michigan
3,545 followers
1w • 🎧

On this episode of the SBAM Weekly Podcast, Michael Rogers talks with Nidhi Puri, president and CEO of engineering and construction management company **Arbor Corporation**, named a 2023 PTAC Best Small Business by Michigan Celebrates Small Business. - <https://bit.ly/3tM9qXD>

SMALL BUSINESS WEEKLY PODCAST
featuring
NIDHI PURI
ARBOR CORPORATION

Small Michigan Firm Celebrates Success in the Big World of Federal contracting
sbam.org • 1 min read

SBAM presents thought leadership webinars on a variety of topics pertinent to small business ownership.

EDUCATIONAL WEBINARS

- Sponsorship: \$500/webinar
- SBAM promotes to all members and on social media
- Webinar recording available on SBAM.org
- Content subject to SBAM approval
- Attendee list provided



WEBINAR

SMART MARKETING ON A BUDGET

Essential Tips for Small Business Owners
with Ayesha Qureshi, founder of Q Line Media

Wednesday, Oct. 18
10am - 11am

SMALL BUSINESS Association of MICHIGAN

SOCIAL MEDIA

Extend your reach through SBAM's robust social media platforms.



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.

SOCIAL MEDIA POST PACKAGE

Your message and choice of date posted to SBAM audience.

- \$475 for 1 post across 3 channels

THE SMALL BUSINESS BRIEFING

The Small Business Briefing features reliable, timely news and updates from SBAM's Brian Calley and Sarah Miller. Each show provides insight into what small business owners need to know, how to manage employees, stay compliant, and more! It airs Mondays and Thursdays at 3pm ET on both Zoom and Facebook Live.

- \$22,000 for 12-month presenting sponsor
- \$11,000 for 12-month supporting sponsor
- \$2,000 for monthly advertising rate

500 average viewers per show



INTEREST FORM

Company: _____

Address: _____

City / State / Zip: _____

Phone: _____

Email Address: _____

Representative: _____

Signature: _____

ADVERTISING SELECTED

- FOCUS Magazine
- SBAM.org
- e-Newsletter
- Sponsored Content
- Podcast
- Webinar
- Small Business Briefing

SPECIAL INSTRUCTIONS/OPTIONS CHOSEN

FOR FOCUS ADVERTISERS

POSITION SELECTED

- | | | | |
|--|---|---|---|
| <input type="radio"/> Back Cover | <input type="radio"/> Full Page | <input type="radio"/> 1/2 Page Horizontal | <input type="radio"/> 1/3 Page Horizontal |
| <input type="radio"/> Inside Front Cover | <input type="radio"/> 2/3 Page Vertical | <input type="radio"/> 1/2 Page Island | <input type="radio"/> 1/3 Page Square |
| <input type="radio"/> Inside Back Cover | <input type="radio"/> 1/2 Page Vertical | <input type="radio"/> 1/3 Page Vertical | <input type="radio"/> 1/4 Page Vertical |

ISSUES SELECTED

- | | | |
|--|---|---|
| <input type="radio"/> January / February | <input type="radio"/> March / April | <input type="radio"/> May / June |
| <input type="radio"/> July / August | <input type="radio"/> September / October | <input type="radio"/> November / December |

Please remit to Winston Larson, Director of Strategic Growth and Corporate Relationships, for approval and contract agreement at winston.larson@sbam.org.

SBAM VIP members and Friends of Small Business members receive a 5% discount on advertising rates; SBAM Elite members receive a 10% discount.

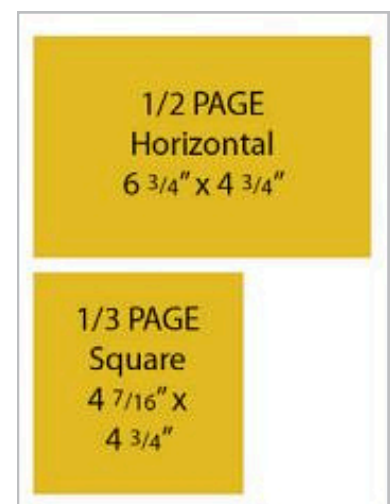
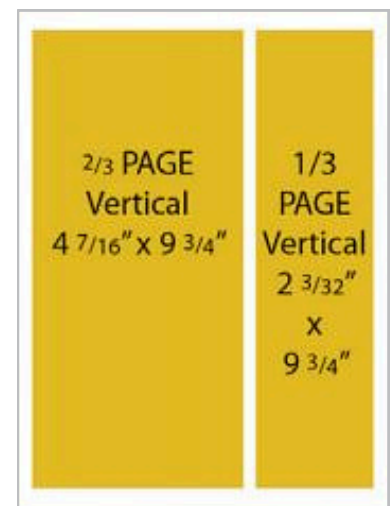
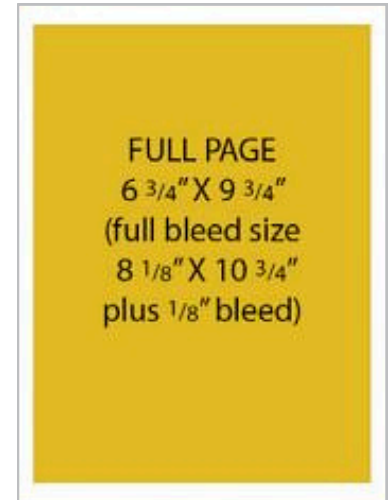
AD SUBMISSION GUIDELINES

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 at 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.



AD SUBMISSION GUIDELINES

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.

