



Small Business Association of Michigan 2021 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 28,000 business owners in Michigan.



FOCUS MAGAZINE

28,000+ 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.

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION



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](#)

CE 220122_SBAM-Brighter Future_5.5x5.5.indd 1 5/20/19 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 7
March/April	Jan 22	Jan 27
May/June	Mar 18	Mar 22
July/Aug	May 27	June 4
Sep/Oct	July 29	August 4
Nov/Dec	Sept 16	Sept 22

FOCUS Display Position

	1x	3x	6x
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	6x
Back Cover	\$2,150	\$1,775	\$1,625
Inside Front	\$1,950	\$1,675	\$1,500
Inside Back	\$1,800	\$1,575	\$1,325



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.

The screenshot displays the SBAM.org website with several key sections for digital advertising:

- Small Business. Big Impact.** A hero section with a blue background and white text, featuring a photo of four business professionals in a meeting.
- COVID-19 Vaccine Information** A section with a white background and blue text, providing information about the COVID-19 vaccine.
- The Latest News** A section with a white background and blue text, featuring three news items with images and dates.
- SBAM Energy Solutions** A section with a white background and blue text, featuring an image of a globe with energy icons.
- Become a Certified Small Business** A section with a white background and blue text, featuring an image of a woman working on a laptop.
- Upcoming Events** A section with a white background and blue text, featuring three event listings with images and dates.
- Contact** A footer section with a dark blue background and white text, providing contact information for SBAM.

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

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 News/Blog Page Advertising

One Month \$429/mo

Three Months \$299/mo

Six Months \$199/mo

Twelve Months \$169/mo

Banner Sizes:

380 x 400px

585 x 400px

1200 x 400px

**SBAM does require a banner ad for all sizes*

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

DIGITAL ADVERTISING

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

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 250 pixels high

DECEMBER 9, 2020

LANSING WATCHDOG

Small Business Association of Michigan

THIS WEEK IN LANSING

Yeah, he really did say that...

"When you see people in the city of Detroit, the line to vote, what does that make you think, 'We're going today?'"

- Rep. Jeff Irwin

Rep. Jeff Irwin (D-Ann Arbor) to attorney Eric Ciolek during a committee discussion on election on general election ballot. Ciolek, who does legal work for the Michigan Republican Party, committee chair ended the line-up from the committee.

Data centers would get full tax exemption

Senate passed bill

As part of an effort to lend a \$5 billion data center investment for the Grand Rapids Senate on Thursday passed two bills on 21 to 15 votes to give data centers a full tax rate and use tax.

Earlier in the day, the Senate Michigan Competitiveness Committee reported on and SB 617 with language that would have relieved data centers of four of the use tax. The full exemption was restored on the Senate floor.

The package, now headed to the House, applies the exemption to data center maintenance or manage data and similar functions. Segments of the business community are against the package as favoring one sector of the business community.

Senate Majority Leader Arlen Specter (R-Penn.) told reporters on Thursday the package through the House were ongoing.

Read More

Long-term HICA fix bill moves from House committee to House floor

SMALL BUSINESS WEEKLY

NEWS & RESOURCES TO HELP YOUR SMALL BUSINESS SUCCEED

Retention Worries

Businesses closing, mass layoffs, and furloughs equal high unemployment rates – 7.5% in January 2021 in the state of Michigan. Managers shouldn't be worried about retaining their current employees, should they? Who would leave a secure job during a time like this?

Read more

Limited time offer!

Add Benefits Enrollment Software powered by the Ahola Corporation by June 30, 2021 and receive a \$500 discount on setup fees.

LEARN MORE

SMALL BUSINESS AHOLA

Employers Facilitating Employee Vaccinations and Making Plans for Return to Office

U.S. employers are taking measures to make vaccines more accessible to their employees and encouraging them to get inoculated, according to a new survey by Willis Towers Watson. Another survey by Challenger, Gray & Christmas shows that companies are developing, implementing, and clarifying plans to bring their employees back to the office.

Read more

Supporting Your Employees in the New Normal

It's official. We have survived one year of a global pandemic. While the world tries to navigate this new normal, both at home and in the workplace, employers are faced with an ongoing challenge: How to support employees in an ever-changing business environment. In 2021, compensation and flexibility will be a large part of that support.

Read more

Why HR Needs to be Judicial in its Use of Artificial Intelligence

The Biden administration is taking a hard look at the discriminatory aspects of artificial intelligence or AI. In the past few years, AI bias has been in the news. For example, Amazon dropped an AI recruitment program because it found that it was biased towards white males. Other cases reported bias against African Americans in healthcare algorithms.

Read more

SMALL BUSINESS WEEKLY PODCAST

featuring JEFF DODSON DODSON PAYMENT SOLUTIONS

UPCOMING EVENTS!

4.14 Macomb Q2O Virtual Meeting

4.21 Webinar: Biden Tax Bill...What If

4.22 Great Lakes Bay Q2O Virtual Meeting

4.28 Marquette Q2O Virtual Meeting

Register or learn more

Don't miss today's show of The Small Business Briefing which will premiere at 3 PM only on Facebook. Hosts Rob Fowler and Brian Calley cover:

→ Going over the latest numbers for #CatalMonday

→ Special guest Terry Terry, owner of MessageMakers and UrbanBeat

→ Unemployment expansion expired, what are the implications?

→ PPP and EIDL changes

Thank you to our sponsor HealthScreen and HealthyVisitor. Visit [HealthScreen.com](https://www.healthyscreen.com) for details.

SMALL BUSINESS Association of MICHIGAN

Small Business Association of Michigan
120 N. Washington Square Suite 1000 | Lansing, MI 48933
(800) 362-5461

Click here to edit your communication preferences.
Unsubscribe

EVENT SPONSORSHIP

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

Annual Meeting & Small Business Summit

June | 450 - 500 attendees

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

Promotional Reach: 28,000+ 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: 28,000+ 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: 28,000+ Michigan small
business owners

Content subject to SBAM approval



Sponsor an Owner2Owner event.

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

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.

Connect with small business owners through podcasts and social media.

SMALL BUSINESS WEEKLY PODCAST

featuring
**NAME,
COMPANY**



The Small Business Briefing

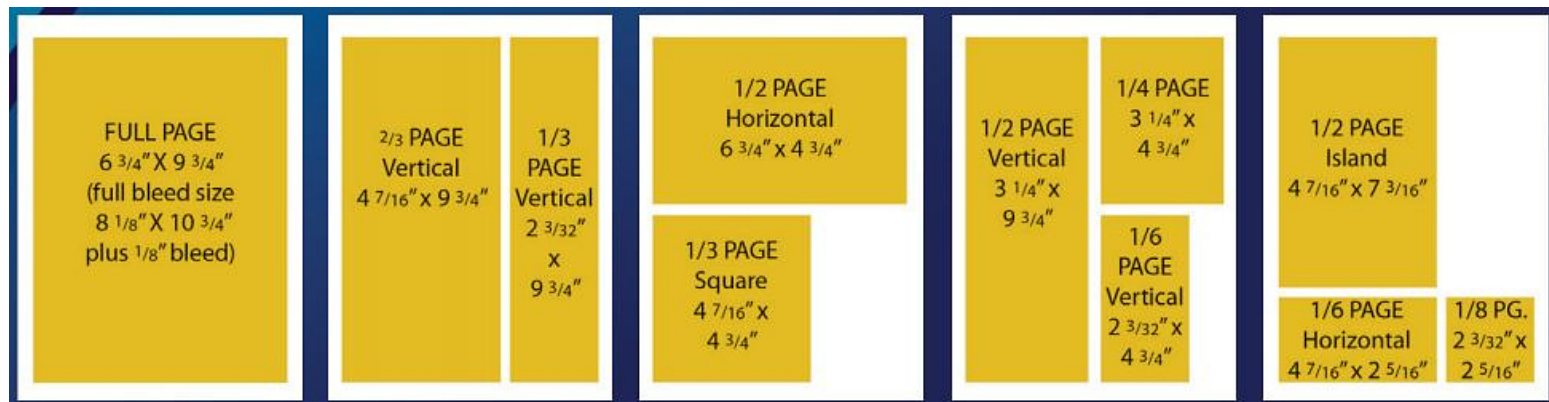
The Small Business Briefing features reliable, timely news and updates from SBAM CEO Rob Fowler and SBAM President Brian Calley. Each show provides insight into what small business owners need to know to navigate COVID, manage employees, stay compliant, and more! It airs Mondays and Thursdays at 3pm 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

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

AD SUBMISSION GUIDELINES

Questions? Contact Lori Birman, SBAM Vice President of 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



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 (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 of 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
- Small Business Briefing

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.**