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 31,000 business owners in Michigan.
31,000+ 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.

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

**FOCUS Production Schedule**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Close</th>
<th>Copy Close</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>Dec 1</td>
<td>Dec 6</td>
</tr>
<tr>
<td>March/April</td>
<td>Jan 24</td>
<td>Jan 28</td>
</tr>
<tr>
<td>May/June</td>
<td>Mar 17</td>
<td>Mar 23</td>
</tr>
<tr>
<td>July/Aug</td>
<td>May 26</td>
<td>June 3</td>
</tr>
<tr>
<td>Sep/Oct</td>
<td>July 29</td>
<td>August 4</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>Sept 22</td>
<td>Sept 28</td>
</tr>
</tbody>
</table>

**FOCUS Display Position**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,800</td>
<td>$1,445</td>
<td>$1,310</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,370</td>
<td>$1,075</td>
<td>$930</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,030</td>
<td>$860</td>
<td>$720</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$930</td>
<td>$780</td>
<td>$590</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$750</td>
<td>$610</td>
<td>$430</td>
</tr>
</tbody>
</table>

**FOCUS Cover Positions**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$2,340</td>
<td>$1,940</td>
<td>$1,770</td>
</tr>
<tr>
<td>Inside Front</td>
<td>$2,130</td>
<td>$1,820</td>
<td>$1,640</td>
</tr>
<tr>
<td>Inside Back</td>
<td>$1,970</td>
<td>$1,720</td>
<td>$1,450</td>
</tr>
</tbody>
</table>
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.

$550/post

SBAM News/Blog Page Advertising

<table>
<thead>
<tr>
<th>Duration</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Month</td>
<td>$459/mo</td>
</tr>
<tr>
<td>Three Months</td>
<td>$329/mo</td>
</tr>
<tr>
<td>Six Months</td>
<td>$219/mo</td>
</tr>
<tr>
<td>Twelve Months</td>
<td>$209/mo</td>
</tr>
</tbody>
</table>

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 on advertising rates; SBAM Elite members receive a 10% discount.
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 $210/week
- Four Weeks $160/week
- Eight Weeks $110/week
- Twelve Weeks $95/week

**Banner Size**

650 pixels wide x 250 pixels high

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

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**E-Newsletter Advertising**

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- Four Weeks $160/week
- Eight Weeks $110/week
- Twelve Weeks $95/week

**Banner Size**

650 pixels wide x 250 pixels high

SSBAM VIP members and Friends of Small Business members receive a 5% discount on advertising rates; SBAM Elite members receive a 10% discount.
Annual Meeting & Small Business Summit
June | 450 - 500 attendees
Sponsorship Opportunities: $599 - $10,000
Promotional Reach: 31,000+ 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 the SBAM Foundation
Late Summer | Sponsorship Opportunities:
  - $250 - $5,000
Promotional Reach: 31,000+ 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: 31,000+ Michigan small business owners
Content subject to SBAM approval
Connect with small business owners through podcasts and social media.

**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.

**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

**Social Media Post Package**
Your message and choice of date posted to SBAM audience.

- $475 for 1 post across 3 channels

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

FULL PAGE
6 9/16" x 9 3/4"
(full bleed size
8 1/16" x 10 3/4"
plus 1/8" bleed)

2/3 PAGE
Vertical
4 7/16" x 9 3/4"

1/3 PAGE
Vertical
2 3/16" x
9 3/4"

1/2 PAGE
Horizontal
6 3/4" x 4 3/4"

1/3 PAGE
Square
4 7/16" x
4 3/4"

1/6 PAGE
Vertical
2 3/32" x
4 3/4"

1/4 PAGE
3 1/4" x
4 3/4"

1/2 PAGE
Island
4 7/16" x 7 3/16"

1/6 PAGE
Horizontal
4 7/16" x 2 3/16"

1/8 PAGE
2 3/32" x
2 3/16"

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 PDF’s 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 you 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/adssubmission).

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.

Questions? Contact Lori Birman, CAE
SBAM Vice President of Membership & Development
120 N Washington Square Suite 1000
Lansing, MI 48933
Ph: (800) 362-5461 ext. 205
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 ☐ March/April ☐ May/June
☐ July/August ☐ September/October ☐ November/December

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

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