



# CONNECTIONS TO SMALL BUSINESS

MEDIA KIT WITH INTERGRATED MARKETING OPPORTUNITIES



# NSBA Media and Marketing Opportunities

NSBA provides an environment where over 150,000 entrepreneurs from across the country can come together and share their experiences. Small-business owners, government officials, and industry experts exchange knowledge and information in the printed pages of NSBA ADVOCATE, the electronic Weekly NSBA Advocate and via NSBA.biz, and various related Web sites and social networking outlets.

The NSBA ADVOCATE, NSBA's bimonthly magazine, delivers content critical to members' success. Harnessing the collective knowledge of NSBA's small-business community, NSBA ADVOCATE reports on the daily conversations taking place amongst America's entrepreneurs with a voice that matches the enthusiasm and style of our readers.

The Weekly NSBA Advocate provides the most up-to-date information on key policy issues facing small-business owners across the country. Providing NSBA members and subscribers with real-time policy updates and inside-the-beltway analysis translates into a more active and engaged small-business community.

In addition to the main Web site, NSBA.biz, NSBA offers myriad targeted Web sites aimed at the specific needs of our community. From Prevent IRSAbuse.org to HealthReformToday.org, NSBA offers open-source information for anyone interested in the issues that matter most for small business.

NSBA print, e-mailed and on-line content is driven by our members. Collecting data from our various surveys and interaction with our members, NSBA editors and writers research the defined member needs and deliver content to elevate the conversation to levels that ensure the growth and prosperity of America's small business owners.

## About NSBA

NSBA is the nation's oldest small-business advocacy organization. The organization boasts members in each of the United States, British Virgin Islands, Guam, Puerto Rico, and U.S. Virgin Islands. Through its member organizations, NSBA reaches more than 150,000 small-business owners. Small-business advocacy remains the driving force behind NSBA. The organization is mindful that the best advocates for small business are the owners themselves, who devote their lives to make their businesses, their employees, their communities, and their nation a better place.

NSBA is a volunteer-led association. Our primary mission is to advocate for federal policies that are beneficial to small business—and promote the growth of free enterprise.

NSBA links suppliers with the largest network of small-business owners in the country, creating an abundance of buying power. With a network that reaches over 150,000 small businesses in every state, NSBA stands behind its promise to bring value to our sponsors, partners and members.



# NSBA Member Profile

NSBA's membership is as diverse as the small business field. Members include carpenters, consultants, manufacturers, retailers, grocers, designers, investors, and concerned citizens who believe in the free enterprise system. NSBA's members also include state and regional small-business affiliated groups, such as the Arizona Small Business Association in Phoenix, Council of Smaller Enterprises (COSE) in Cleveland, SMC Business Councils in Pittsburgh, and the Small Business Association of Michigan (SBAM) in Lansing.

"NSBA is the best, most timely and relevant source of information on national small-business issues."

*- Rob Fowler, President and CEO, Small Business Association of Michigan (SBAM)*

## Number of Employees

|               |     |
|---------------|-----|
| 0-5           | 39% |
| 6-10          | 14% |
| 11-20         | 18% |
| 21-50         | 19% |
| 51-100        | 6%  |
| More than 100 | 5%  |

## Number of Years in Business

|                  |     |
|------------------|-----|
| Less than 1 year | 1%  |
| 1 - 5 years      | 3%  |
| 6 - 10 years     | 17% |
| 11 + years       | 79% |

## Annual Revenue

|                 |     |
|-----------------|-----|
| \$100K - \$250K | 11% |
| \$250K - \$500K | 16% |
| \$500K - \$1M   | 10% |
| \$1M - \$5M     | 35% |
| \$5M - \$25M    | 20% |
| \$25M +         | 8%  |

## Region

|           |     |
|-----------|-----|
| Northeast | 23% |
| Midwest   | 23% |
| South     | 30% |
| West      | 24% |

# The NSBA ADVOCATE

The NSBA ADVOCATE, the official quarterly magazine of NSBA, provides small-business owners with the tools and resources they need to overcome today's greatest challenges. There are a few facts you need to know about The NSBA ADVOCATE to understand why your marketing and advertising dollars are best spent here.

**Readership:** Nearly 10,000 small-business owners all across the country keep NSBA ADVOCATE magazine at their fingertips.

**Page Count:** 16 – 24 pages.

**Content:** Must-read topics for small-business owners, including business tips & resources, latest updates and developments from the nation's capital, member profiles; timely articles from industry experts and government officials; and NSBA news.

**Target Audience:** Why bother with wasted circulation? NSBA ADVOCATE delivers your target audience— small-business owners, employees, family, and friends. If your business targets the small-business community and you want to reach the decision makers within the community than NSBA ADVOCATE is right for you.

| <b>Four Color Rates</b>                | <b>1x</b>  | <b>2x</b>  | <b>4x</b>  | <b>6x</b>  |
|--|------------|------------|------------|------------|
| Back Cover<br>(1/2 Page only)          | \$1,500.00 | \$1,425.00 | \$1,350.00 | \$1,275.00 |
| Inside Front Cover<br>(Full Page Only) | \$2,750.00 | \$2,612.50 | \$2,475.00 | \$2,200.00 |
| Inside Back Cover<br>(Full Page Only)  | \$2,500.00 | \$2,375.00 | \$2,250.00 | \$2,125.00 |
| Full Page                              | \$2,250.00 | \$2,137.50 | \$2,025.00 | \$1,912.50 |
| Half-Page Spread                       | \$1,750.00 | \$1,662.50 | \$1,575.00 | \$1,487.50 |
| Half-Page                              | \$1,200.00 | \$1,140.00 | \$1,080.00 | \$1,020.00 |

**NSBA Advocate Deadlines:** Space reservations must be made at least one week prior to the submission deadline in order to guarantee advertising space in NSBA's ADVOCATE.

| <b>Features</b>                              | <b>Reservations Due</b> | <b>Materials Due</b> |
|--|-------------------------|----------------------|
| Summer 2010<br>Technology and Small Business | August 6, 2010          | August 13, 2010      |
| Fall 2010<br>Elections Wrap-Up               | November 12, 2010       | November 19, 2010    |
| Winter 2011 – TBD                            | January 14, 2011        | January 21, 2011     |
| Spring 2010 – TBD                            | March 18, 2011          | March 25, 2011       |
| Summer 2011 – TBD                            | June 10, 2011           | June 17, 2011        |

Please e-mail Molly Brogan, [mbrogan@nsba.biz](mailto:mbrogan@nsba.biz), or call Molly at 202-552-2904 to reserve ad space or for more information.



# NSBA Sponsorship Opportunities

NSBA offers our corporate sponsors long-lasting benefits and return on investment. By positioning our sponsor in the marketplace with NSBA members, we can deliver a unique interaction between sponsors and their target clients—small-business owners. NSBA will work with our corporate sponsors to identify the best choice for the highest return on investment.

Are you looking for a way to increase brand awareness; network with the leaders of the small-business community; and strategically allocate your marketing dollars? If so, serving as a sponsor during NSBA's annual Washington Presentation and Biennial Small Business Congress is a perfect opportunity for your organization.

Your organization will receive both tangible and intangible benefits from each NSBA sponsorship opportunity.

## NSBA Washington Presentation

The Washington Presentation is a must attend event for any small-business owner who wishes to gain insightful perspective of the latest trends and risks currently facing the small-business community. NSBA members from across the country fly to Washington, D.C. to hear from policy insiders, meet with their lawmakers and participate in a White House briefing. This translates into direct exposure and networking opportunities with key decision makers of small businesses for our sponsors.

The Washington Presentation also provides small-business owners a forum to share in new and exciting programs, products, and best practices that allow them to more efficiently manage their small business.

There are currently two types of sponsorships available:

### Advocate of the Year Award Luncheon \$10,000

*Sponsorship Benefits:*

- Exclusive sponsorship of the awards event
- Two complimentary registrations to the Washington Presentation
- Brief remarks from the sponsor at the luncheon
- One table (ten places) for luncheon guests
- Signage at the luncheon event
- One booth/table near the main event registration desk
- Inclusion as the sponsor in press releases announcing award winner and event
- Literature/gift inclusion at luncheon

### Washington Presentation Evening Reception \$5,000

*Sponsorship Benefits:*

- Exclusive sponsorship of the evening reception
- One complimentary registrations to the Washington Presentation
- May bring up to two guests to the reception event
- Prominent Signage during the reception
- Networking opportunities with conference attendees, local, national and trade media, and government officials

## NSBA Small Business Congress

The Small Business Congress is an intensive, high-level event for small-business owners to learn about, and debate the key issues facing the small-business community. Held at the beginning of each new session of Congress, NSBA's Small Business Congress provides our members with the opportunity to vote on the top priorities for the organization for the coming two years. For our corporate partners looking for that opportunity to really meet and get to know the decision makers of the small-business community, this is it.

The Small Business Congress offers up myriad expert speakers throughout the several days and enables small-business owners—and our sponsors—to really delve into the issues and gain a detailed understanding of the challenges facing small business.

There are currently three types of sponsorships available:

### **Key Note Luncheon** **\$5,000**

*Sponsorship Benefits:*

- Exclusive sponsorship of the key note luncheon
- Two complimentary registrations to the Small Business Congress
- Two complimentary guest seats at luncheon (in addition to two registrants)
- Brief remarks from the sponsor at the luncheon
- Signage at the luncheon event
- One booth/table near the main event registration desk
- Inclusion as the sponsor in press releases announcing the event
- Literature/gift inclusion at luncheon

### **Small Business Congress Evening Reception** **\$5,000**

*Sponsorship Benefits:*

- Exclusive sponsorship of the evening reception
- One complimentary registration to the Small Business Congress
- May bring up to two guests to the reception
- Prominent signage during the reception
- Networking opportunities with conference attendees, local, national and trade media, and government officials

### **Small Business Congress Breakfast** **\$5,000**

*Sponsorship Benefits:*

- Exclusive sponsorship of the breakfast
- Two complimentary registrations to the Small Business Congress
- Brief remarks from the sponsor at the breakfast
- Two complimentary guest seats at breakfast (in addition to two registrants)
- Signage at the breakfast
- One booth/table near the main event registration desk
- Inclusion as the sponsor in press releases announcing the event
- Literature/gift inclusion at luncheon

# NSBA Corporate Membership

NSBA's Corporate Membership Program creates relationships with corporations and organizations that complement NSBA and its membership needs. The Corporate Membership Program provides a great opportunity for developing new partnerships with NSBA that help our small-business members receive added benefits in the area of business operations, financing, production, and professional development from the services provided exclusively by Corporate Members.

As the nation's oldest small-business advocacy organization NSBA has become a trusted and valuable source among America's small-business owners. Our corporate members benefit from this relationship through increased recognition and press mentions from the various sponsorship/ partnership opportunities available.

NSBA affords your company the opportunity to market products and services to more than 150,000 small-business owners through our extensive database, e-mail directory and affiliate membership programs. NSBA's two councils, the Small Business Exporters Association (SBEA) and the Small Business Technology Council (SBTC), also offer corporate memberships for those looking for a more specific group with which to partner.

## **Platinum Membership**

**\$20,000**

### *Membership Benefits:*

Two full page and one half-page advertisements in the quarterly NSBA ADVOCATE magazine during a 12 month period

Sponsorship of two weekly quick polls appearing on both the Website and The Weekly Advocate e-Newsletter

Two Banner advertisements in The Weekly Advocate e-Newsletter

Two opportunities to utilize NSBA mailing list for direct marketing\*

A 15 percent discount on all electronic advertisement outlets, beyond those included with corporate membership

Three registrations for NSBA's Annual Washington Presentation

Opportunity to host two professional development webinar sessions (webinars and/or teleconferences) on selected topics for NSBA customers (member and non-member) and two networking events

Signage sponsorship at NSBA meetings

Preferred status in sponsorship opportunities during NSBA meetings including The Washington Presentation and the Small Business Congress

Web Sticker indicating NSBA Corporate Membership

\* Specific restrictions apply





## **Gold Membership**

**\$15,000**

### *Membership Benefits:*

One full page and one half-page advertisements in the bimonthly NSBA ADVOCATE magazine during a 12 month period  
Sponsorship of one quick poll appearing on both the Website and The Weekly Advocate e-Newsletter  
One banner advertisement in The Weekly Advocate e-Newsletter  
One opportunity to utilize NSBA mailing list for direct marketing\*  
A 15 percent discount on all electronic advertisement outlets, beyond those included with corporate membership  
Two registrations for NSBA's Annual Washington Presentation  
Opportunity to host one professional development session (webinar and/or teleconference) on selected topics for NSBA customers (member and non-member) and one networking event  
Preferred status in sponsorship opportunities during NSBA Meetings including The Washington Presentation and the Small Business Congress  
Web Sticker indicating NSBA Corporate Membership

## **Silver Membership**

**\$10,000**

### *Membership Benefits:*

One half-page advertisements in the bimonthly NSBA ADVOCATE magazine during a 12 month period  
Sponsorship of one quick poll appearing on both the Website and The Weekly Advocate e-Newsletter  
One opportunity to utilize NSBA mailing list for direct marketing\*  
A 15 percent discount on all electronic advertisement outlets, beyond those included with corporate membership  
One registration for NSBA's Annual Washington Presentation  
Opportunity to host one professional development session (webinar and/or teleconference) on selected topics for NSBA customers (member and non-member)  
Preferred status in sponsorship opportunities during NSBA Meetings including The Washington Presentation and the Small Business Congress  
Web Sticker indicating NSBA Corporate Membership

Please e-mail Patrick Post, [ppost@nsba.biz](mailto:ppost@nsba.biz), or call Patrick at 202-552-2903 to sign up today as a corporate member or for more information.



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**National Small Business Association**