



2009 Media Planning Kit

America's Best Magazine

ABC Website

Email Marketing

gowithabc.com/mediakit



The Future of Small Business™

America's Best Companies is a national small business organization dedicated to helping small business owners grow their business. We do this by providing the tools, resources, guidance and information small business owners need to be competitive in today's marketplace. Our membership is made up entirely of small business owners. When you advertise with us, you have direct access to the key decision makers in small businesses all across the country.

This media kit details all of the different ways to communicate your message to our members. We have a magazine, *America's Best*, that our members receive every other month. We also send all of our members and subscribers our eWeekly newsletter once a week, as well as a monthly ABC update email. Our website, americasbestcompanies.com, is a powerful resource that draws not only our members, but a wide array of other visitors that are interested in the issues that affect small business.

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Demographics



Our Members

America's Best Companies members are actively seeking the resources to grow and are passionately engaged in building their businesses. ABC provides advertisers the positioning to market directly to the decision makers. Your advertising will build awareness and shape perceptions to an exclusive group of small business owners.

Demographics

Male	68%
Age 26 - 49	69%
5 years + in business	64%
Earn over \$50k	54%
Sole proprietor	47%
2+ employees	66%
College education	63%

Business Category / Industry

Retail	36%
Home and Garden	24%
Financial Services	10%
Advertising & Marketing	10%
Health and Beauty	9%
Information Technology	9%
Automotive	7%

Magazine Distribution

Circulation	10,000
Readership	27,000
Frequency	6x per year

Email Distribution

Emails sent	36,000
Readership	6,000
Frequency	Weekly

Business Location

Northeast	10%
Southeast	40%
Central	16%
Northwest	26%
Southwest	8%



America's Best Magazine

America's Best magazine is the official publication of America's Best Companies, one of the fastest growing small business organizations in the country. While our readership and circulation reaches far outside of our membership, *America's Best* serves as our primary communication channel to our members.

Big Ideas for Small Business

We engage our readers by exploring the issues entrepreneurs face every day. Each issue covers a wide variety of topics, such as marketing tips, sales tools, new technology reviews, consumer trends, overhead reduction, human resource management, and best business practices. By providing dynamic solutions and relevant information, *America's Best* inspires immediate action from our loyal readership. Your message will reach motivated decision makers with the need and the means to purchase your products and services.



Distribution

Frequency: 6x per year

Circulation: 10,000

Readership: 27,000

The magazine gives advertisers a direct channel to small business owners through:

- Targeted small business circulation
- Relevant editorial
- High concentration of owners/partners

Reach the Decision Maker

America's Best offers you a direct link to small business owners in local communities all across the nation. Our editorial approach attracts business owners with a certain mindset: they tend to be serious, resolute, and passionate. Readers look to us for real solutions and trust our advice. This gives your message a powerful platform to reach eager listeners.



America's Best Overview

America's Best speaks directly to the owners of private companies - an approach that requires a highly specialized understanding of their mindset, interests, and information needs. It is this understanding that informs and directs the *America's Best* editorial process. Below is a short description of each department in the magazine:

- **Letter from the Editor** keeps readers informed with personal insights and feedback from the managing editor of the magazine.
- **Best Diversions** is a collection of some of the most unique and odd business stories from around the globe.
- **Best News** the latest happenings within ABC the organization, as well as *America's Best* magazine.
- **Best Technology** provides an inside scoop on new technology, software, and other innovative tools which may be useful in running a small business
- **Best Business Sense** is where our readers can find carefully selected articles and expert advice that zeros in on specific operational business areas.
- **Best Entrepreneurs** introduces readers to people in the news and in the community who share similar goals and aspirations as the small business owner.
- **Best Things to Avoid** provides important information about commonly used items that might unnecessarily be costing business owners too much money.
- **Best Practices** is where readers can find answers to some of the most pressing legal questions posed by business owners today.
- **Best Benefits** is where readers can learn about a specific service provided by America's Best Companies that can help their business.
- **Best Success Stories** is a review of businesses that have grown and succeeded through their association with America's Best Companies.
- **Best Neighbors** highlights individuals or organizations that go the extra mile to give back to their communities.
- **Letter from the President** keeps readers connected with the direction and ideals that embody the spirit of ABC.



Magazine Calendar - Every issue of *America's Best* covers what inspires small business owners as well as what they need to know to grow and make more money in their business. Below is a calendar and short description of features and/or topics for future issues of the magazine:

ISSUE	NATIONAL CLOSE	APPROX DELIVERY	EDITORIAL FOCUS
January/February	11-30-08	1-09-09	10 Resolutions to Keep in 2009
March/April	1-30-09	3-12-09	Tax Guide 2009 Plus, Women in Business
May/June	3-30-09	5-14-09	Hot List 2009
July/August	5-30-09	7-16-09	Small Town USA - Mom & Pops Across America
September/October	7-30-09	9-17-09	Top 50 Small Businesses in America
November/December	10-30-09	11-12-09	Business Tune-Up Guide



2009 Rate Card

Rate Base/Readership = **27,000**

4 Color Rates	1x	2x	3x	6x
1 Page	\$934	\$887	\$844	\$804
Spread	\$1,561	\$1,461	\$1,367	\$1,280
1/2 Page	\$564	\$529	\$496	\$464
1/3 Page	\$439	\$410	\$383	\$357
1/4 Page	\$323	\$305	\$285	\$268

Premium Placement

2nd Cover	\$1,222	\$1,120	\$1,065	\$960
2nd Cover +1	\$1,906	\$1,772	\$1,648	\$1,534
4th Cover	\$1,458	\$1,356	\$1,261	\$1,173

Advertising Material

America's Best is perfect bound and trimmed to 8-1/2" x 11" and printed computer to plate. We accept advertising material in PDF format on CD or by email delivery for files smaller than 15 MBs. Adobe Photoshop and Adobe Illustrator also accepted.

Build full page ads to trim size (8-1/2" x 11"), and extend bleed to 1/8" beyond the page edge on all four sides. All colors must be converted to process (CMYK) colors.

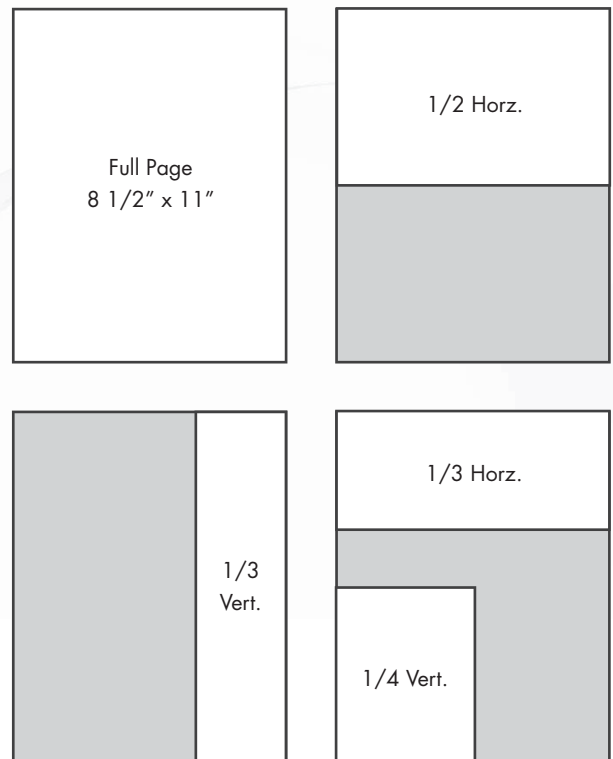
Ad Configuration

Please supply a 1/8" bleed outside of trim size.

Ad Unit	Live Area	Trim Size
Full Page	8" x 10-1/2"	8-1/2" x 11"
Spread	16-1/2" x 10-1/2"	17" x 11"
1/2 Page (horz.)	8" x 5"	8-1/2" x 5-1/2"
1/3 Page (vert.)	2-3/8" x 10-1/2"	2-7/8" x 11"
1/3 Page (horz.)	8" x 2-3/8"	8-1/2" x 2-7/8"
1/4 Page (vert.)	3-3/4" x 5"	4-1/4" x 5-1/2"

Premium Placement

2nd Cover	8" x 10-1/2"	8-1/2" x 11"
2nd Cover +1	16-1/2" x 10-1/2"	17" x 11"
4th Cover	8" x 10-1/2"	8-1/2" x 11"





Website Advertising

Americasbestcompanies.com is the online destination for busy professionals actively seeking small business solutions. Advertising on ABC gives you direct access to the small business community as a whole. Finding success in today's competitive marketplace depends upon staying well-informed... and our readers know it.

Growth

Alexa Rank: January '08: 1,000,000+
January '09: 85,000

Unique Visitors:

January '08: 5000/month
January '09: 20,000/month

Small Business Center

Get the most up-to-date information available

In January '09, we launched our brand new Small Business Center portal. The SBC boasts one of the most dynamic collections of small business informational resources available online. Stay current and deliver your message to our inquisitive and enthusiastic readers in an atmosphere centered on building relationships.

Advertising opportunities include:

- 1 Full Banner 468 x 60 **\$100.00**
- 2 IMU 300 x 250 **\$200.00**
- 3 Sponsored Articles **\$250.00**
- 4 Sponsored Podcast* **\$500.00**

*Sponsored Podcast advertising opportunity includes an 80 word advertisement prior to the podcast and a thank you to the sponsor at the end of the Podcast.





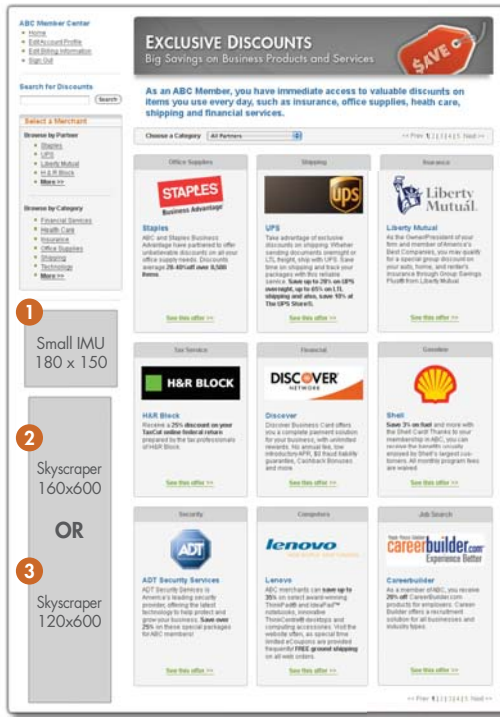
Website Advertising continued...

Homepage

The most visited page on our site.

Advertising opportunities include:

- 1 IMU 300 x 250 **\$640.00**



- 1 Small IMU 180 x 150
- 2 Skyscraper 160x600
- OR
- 3 Skyscraper 120x600

Exclusive Discounts

Over the past two years ABC has put together the best Small Business Discount program on the web. We have partnered with over 100 national companies that offer our members discounts on their products and services. We continue to add new partners on a consistent basis and our members refer here often when searching for the companies that they intend to do business with.

Advertising opportunities include:

- 1 Small IMU 180 x 150 **\$100.00**
- 2 Skyscraper 120 x 600 **\$125.00**
- 3 Wide Skyscraper 160 x 600 **\$150.00**

Rest of Site

Advertising opportunities are plentiful on the rest of our site including but not limited to, all our Blog Posts, Posted Articles and Small Business Tips.

Advertising opportunities include:

- IMU 300 x 250 **\$60.00**
- Skyscraper 120 x 600 **\$75.00**
- Wide Skyscraper 160 x 600 **\$90.00**
- Full Banner 468 x 60 **\$120.00**



Email Marketing

eWeekly Newsletter

America's Best Companies' eWeekly newsletter is sent once a week to over 6,000 members and subscribers, allowing you direct access to small business owners all across the country.

The newsletter contains the latest tips and trends for small business owners, making every new issue relevant and engaging for readers.

Distribution

Frequency: Weekly

Emails sent: 32,000

Readership: 6,000

Unique benefits of advertising in eWeekly:

- Link your ad to the landing page of your choice
- Promote time sensitive offers and events
- Increase traffic to your website
- Generate immediate response from customers
- Have direct access to the decision makers in small businesses all across the country

Advertising opportunities include:

- 1 IMU 300 x 250 **\$380.00**
- 2 Full Banner 468 x 60 **\$190.00**



*Max File Size is 20k (gif, jpeg). The acceptable formats are gif, jpeg, or HTML. Flash and rich media files are not accepted.



Email Marketing continued...

ABC "What's New" Newsletter

This monthly email details everything new happening at ABC in the previous month. Included in this issue are the latest partner additions, discount programs, podcasts with our President, website updates, and what to expect in the coming month. This exclusive opportunity will be offered at the same rates as the eWeekly newsletter.

Custom Email Ad

America's Best Companies can create a co-branded email featuring your advertisement to send to all of our members. Simply submit your ad to us in an HTML format, no wider than 600-700 pixels. This is a unique opportunity to directly target small business owners in all 50 states. These are sent out a maximum of twice per month, which means your ad won't get lost in the clutter. Our loyal members are eager to hear of new promotions!

The cost is **\$750** each time this email is sent. Acceptable format is HTML code with images hosted by sponsor. Flash and rich media files are not accepted.



*Example for illustration purposes only.

Contact Us

America's Best Companies is committed to delivering efficient, successful campaigns for all advertisers. If you have any questions or additional needs, please contact:

Al Lifchultz
Advertising Director
877-887-0707
al@gowithabc..com



2009 ADVERTISING ORDER FORM & CONTRACT

Advertiser Information

Advertiser	Contact name
Agency	Email
Address	Phone
City/State/Zip	Fax

MAGAZINE ADVERTISING

Contract Rate Per Insertion (Check appropriate boxes)

4-Color Rates	1X	2X	3X	6X	<input type="checkbox"/> BRC (Blow-in)	<input type="checkbox"/> \$1,325	<input type="checkbox"/> \$1,232	<input type="checkbox"/> \$1,145	<input type="checkbox"/> \$1,065
<input type="checkbox"/> Full page	<input type="checkbox"/> \$934	<input type="checkbox"/> \$887	<input type="checkbox"/> \$844	<input type="checkbox"/> \$804					
<input type="checkbox"/> Spread	<input type="checkbox"/> \$1,561	<input type="checkbox"/> \$1,461	<input type="checkbox"/> \$1,367	<input type="checkbox"/> \$1,280					
<input type="checkbox"/> 1/2 page	<input type="checkbox"/> \$564	<input type="checkbox"/> \$529	<input type="checkbox"/> \$496	<input type="checkbox"/> \$464					
<input type="checkbox"/> 1/3 page	<input type="checkbox"/> \$439	<input type="checkbox"/> \$410	<input type="checkbox"/> \$383	<input type="checkbox"/> \$357					
<input type="checkbox"/> 1/4 page	<input type="checkbox"/> \$323	<input type="checkbox"/> \$305	<input type="checkbox"/> \$285	<input type="checkbox"/> \$268					
Premium Placement					Additional Notes:				
<input type="checkbox"/> 2nd Cover	<input type="checkbox"/> \$1,222	<input type="checkbox"/> \$1,120	<input type="checkbox"/> \$1,065	<input type="checkbox"/> \$960					
<input type="checkbox"/> 2nd Cover +1	<input type="checkbox"/> \$1,906	<input type="checkbox"/> \$1,772	<input type="checkbox"/> \$1,648	<input type="checkbox"/> \$1,534					
<input type="checkbox"/> 4th Cover	<input type="checkbox"/> \$1,458	<input type="checkbox"/> \$1,356	<input type="checkbox"/> \$1,261	<input type="checkbox"/> \$1,173					

Insertion Order (Check appropriate boxes)

<input type="checkbox"/> Jan/Feb 2009 Issue 1 Ad close: Nov 30 Material due: Dec 19	<input type="checkbox"/> Mar/April 2009 Issue 2 Ad close: Jan 30 Material due: Feb 20	<input type="checkbox"/> May/June 2009 Issue 3 Ad close: March 30 Material due: April 17	<input type="checkbox"/> July/Aug 2009 Issue 4 Ad close: May 30 Material due: June 19	<input type="checkbox"/> Sept/Oct 2009 Issue 5 Ad close: July 30 Material due: Aug 21	<input type="checkbox"/> Nov/Dec 2009 Issue 6 Ad close: Sept 30 Material due: Oct 23
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Magazine Sub Total:

ONLINE ADVERTISING

Contract Rate Per Insertion (Check appropriate boxes)

The below placements are subject to availability.

Placement	Location	Size (w x h)	Monthly	Weekly
Homepage	IMU	300 x 250	<input type="checkbox"/> \$640	
SB Center and Member Discount	Full banner	468 x 60	<input type="checkbox"/> \$100	
	Skyscraper	120 x 600	<input type="checkbox"/> \$125	
	Wide skyscraper	160 x 600	<input type="checkbox"/> \$150	
	Small IMU	130 x 150	<input type="checkbox"/> \$100	
	IMU	300 x 250	<input type="checkbox"/> \$200	
ROS	Podcast sponsorship		<input type="checkbox"/> \$500	
	Sponsored article		<input type="checkbox"/> \$250	
	Full banner	468 x 60	<input type="checkbox"/> \$60	
	Skyscraper	120 x 600	<input type="checkbox"/> \$75	
eWeekly newsletter	Wide skyscraper	160 x 600	<input type="checkbox"/> \$90	
	IMU	300 x 250	<input type="checkbox"/> \$120	
	Full banner	468 x 60		<input type="checkbox"/> \$190
	IMU	300 x 250		<input type="checkbox"/> \$380
Monthly email newsletter	Full banner	468 x 60	<input type="checkbox"/> \$190	
	IMU	300 x 250	<input type="checkbox"/> \$380	
Custom email	Co-branded	600-700 pixels wide		<input type="checkbox"/> \$750

Website ad

Number of months
 1 3 6 12

Rate per month = \$ _____

Website Total:

(# of months x rate)

eWeekly email ad

Sub total (# of weeks x rate) = _____

Custom email ad

Sub total (# of weeks x rate) = _____

Monthly email ad

Sub total = _____

Online Sub Total:

2009 ADVERTISING ORDER FORM & CONTRACT

Payment Information

Credit card <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> Amex <hr/> Account number _____ <hr/> Expiration date (MM/YYYY) ____ - ____ <hr/> Name on card _____	OR Include check made payable to: America's Best Companies One Tower Lane, Suite 1900 Oakbrook Terrace, IL 60181 <hr/> Magazine Advertising Total: _____ Online Advertising Total: _____ <hr/> <h3>Total Amount = \$ _____</h3>
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Terms and Conditions

Payment Terms. Payment is to be made by Closing Date unless credit has been approved by the publisher. Invoices are due and payable upon receipt. Invoices will be considered delinquent after 30 days from the invoice date and will be subject to a monthly 1.5% finance charge (18% per annum).

Advertising Agencies. A 15% discount will be given to recognized advertising agencies, provided they submit print-ready materials and an advertising agency insertion order. When advertising is placed by an advertising agency on behalf of the advertiser, the advertiser and advertising agency shall be jointly and severally liable to America's Best Companies for payment. Payment by the advertiser to the advertising agency for service does not constitute payment to America's Best Companies.

Cancellations. Cancellations are not accepted after space closing date. Advertising Approval. All advertising is subject to publisher's approval and agreement by the advertiser and agency to indemnify and protect the publisher from and against any claims, loss, liability or expense, including reasonable attorney's fees, arising out of publication of such advertisement. Advertisements or copy having the appearance of editorial material must have the word "advertisement" printed above.

Content. An advertiser and/or his agency assumes full liability for all content (including any text, representation, illustrations, sketches, maps, words, labels, trademarks or other copyrighted matters) in his authorized advertisements.

Advertising Materials. Unless a request is submitted along with the disk to have it returned, all disks will be destroyed 30 days after the published advertising close date for the issue. Materials must be labeled with return address and contact name in order to be returned.

ADVERTISER SIGNATURE	PRINTED NAME	TITLE	DATE
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For office use only

ACCEPTED BY	PRINTED NAME	APPROVAL DATE
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