



 PRINT



 DIGITAL



 EVENTS

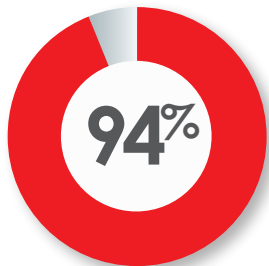
The region's most respected  
source for business news

SPRINGFIELD  
**BUSINESS JOURNAL**  
REGIONAL BUSINESS AUTHORITY

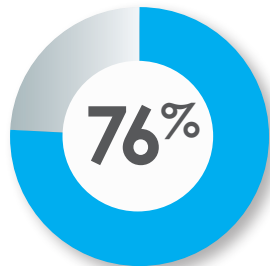
2017 Media Guide

# Reach over **36,000** business readers each week.

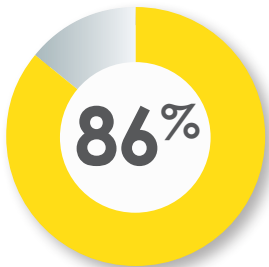
The Springfield Business Journal combines Print, Digital and Event marketing to reach and engage business readers in the Southwest Missouri region. With 24/7 coverage of the local business landscape, the Business Journal has been the regional business authority for over 36 years. SBJ is also the leading B2B marketing resource for businesses that need to connect with other business professionals and their decision makers.



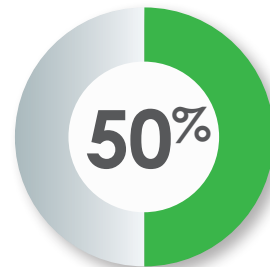
Regularly read SBJ



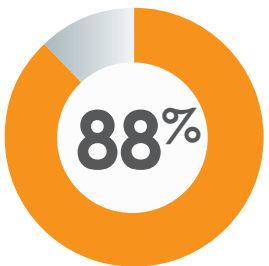
Do not read a daily newspaper



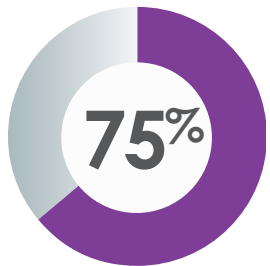
Make purchasing decisions for their organizations



Frequently purchase products & services from ads seen in SBJ



Are paid subscribers



Readers age 35+  
59% are male

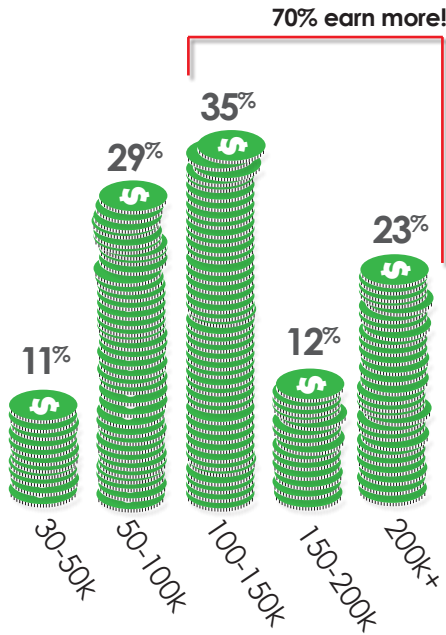
## In the next year, SBJ readers plan to buy...

- 19% Copier/Fax/Printer
- 63% Copier/Fax/Printer Supplies
- 05% New Commercial Office (Purchase)
- 17% New Commercial Office (Lease)
- 59% Computers/Laptops
- 30% Computer/Software Support
- 39% Office Furniture
- 17% Temporary Employment Services
- 06% Employment Recruiters
- 53% Accountants
- 49% Financial Planners
- 93% Cell Phones/Smart Phones/Tablets
- 45% Commercial Loans

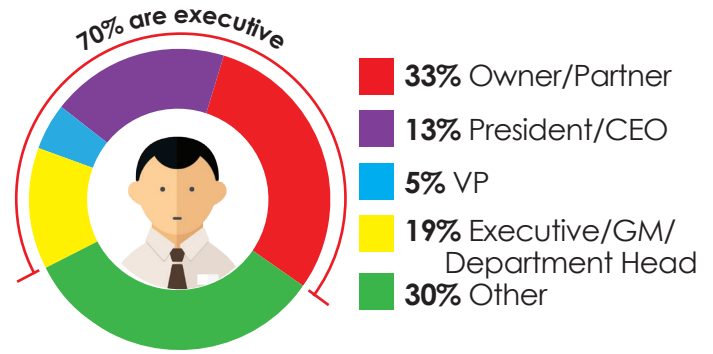
## 86% influence buying decisions.



## SBJ readers have high household income levels.

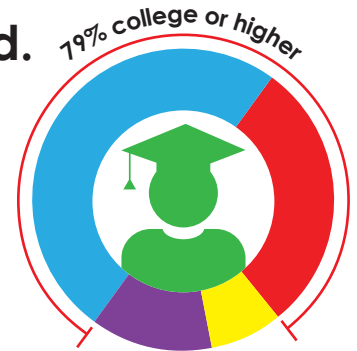


## SBJ readers hold high positions.



## SBJ readers are highly educated.

- 8% High School Only
- 13% Some college
- 50% College Graduate
- 29% Masters Degree or higher



## SBJ Readers Invest Ample Time Reading the Print Edition



**5.1%**  
Less than  
5 minutes



**31.5%**  
Less than  
15 minutes



**44.9%**  
15-30 minutes



**13.1%**  
31-45 minutes

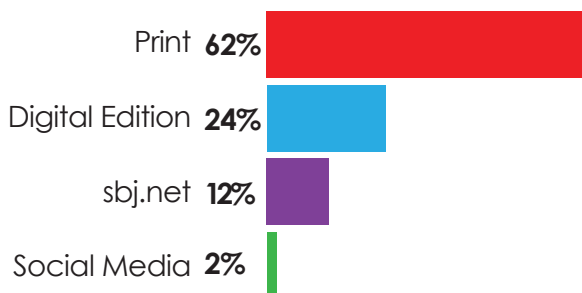


**4.7%**  
45+ min

**63% spend 15 minutes or more!**

## Digital Business Readers

Our Readers Prefer Print **AND** Online Content.



**33,064**

Unique monthly visitors

**130,000**

Monthly page views

**1.28 Minutes**

Avg. time on site

**4,814**




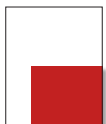
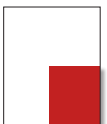
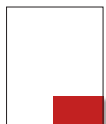
Facebook Likes

**8,359**

Twitter followers

**78,000**

Email newsletters sent weekly

<b>2017 Print Media Rates</b>	Full 	Island 	1/2 	3/8 	1/4 	1/8 
<b>52x</b>	\$1,210	\$1,140	\$995	\$885	\$730	\$265
<b>26x Consecutive</b>	\$1,490	\$1,315	\$1,130	\$960	\$760	\$475
<b>26x Non-Consecutive</b>	\$1,675	\$1,475	\$1,255	\$1,085	\$890	\$605
<b>13x</b>	\$2,050	\$1,815	\$1,535	\$1,290	\$1,035	\$675
<b>7x</b>	\$2,475	\$1,960	\$1,775	\$1,490	\$1,125	\$775
<b>Open</b>	\$3,470	\$3,140	\$2,685	\$2,275	\$1,760	\$1,125

## Digital Rates

sbj.net desktop		
Page	Position	Rate
Sitewide	Archive/Search Sponsor	\$600
Sitewide	Search Ticker Sponsor	\$600
Sitewide	Run of Site Impression Campaign	\$200
Homepage	Large Tile Rotation	\$200
Homepage	Top Banner	\$650
Homepage	In-Headline Rotation	\$150
Articles & Archive	Large Tile #1	\$660
Articles & Archive	Large Tile #2	\$330
Articles & Archive	Large Tile #3	\$220
Articles & Archive	Top Banner	\$500
Articles & Archive	In-Article Small Box	\$150
Articles & Archive	Most Popular Articles Sponsor	\$400

sbj.net enews		
Page	Position	Rate
M/W/F Blast	Tower	\$600
M/W/F Blast	Top Banner	\$360
M/W/F Blast	In-Article Small Box	\$105
Daily Update/TIB	Large Tile #1	\$770
Daily Update/TIB	Large Tile #2	\$600
Daily Update/TIB	Large Tile #3	\$330
Daily Update/TIB	Top Banner	\$650
Daily Update/TIB	In-Article Small Box	\$175
Daily Update/TIB	Text Ad	\$50
Quick Connect	Large Tile #1	\$100
Quick Connect	Large Tile #2	\$75
Quick Connect	Large Tile #3	\$50
Quick Connect	Top Banner	\$100
Quick Connect	In-Article Small Box	\$35

## Event Sponsorships



### Rates

Presenting Sponsor  
**\$4,800**  
Supporting Sponsor  
**\$1,200**



90 Ideas Prices Separately

Discounts may apply with print & digital packages