
2011 Media Kit

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New Orleans LA. 70170
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Fax (504) 524-7979
lbj@sbeinc.com
www.louisianabusinessjournal.com



Business and community leaders will find in the Louisiana Business Journal, the small business news and information that they can't get elsewhere.

It's All About Small Business

LBJ delivers a mix of breaking news stories, informative features and detailed, up-to-date Bid, Contract, and Public/Legal announcements.

LBJ not only reports on general business news; it focuses on Diversity Owned Small Businesses. Minority, women, and disabled veteran business owners can find business tips and resources focusing on federal, state, and local programs incentives.

LBJ Covers It All

BID Information

LBJ's BID information is a popular business tool. Each issue covers current BID announcements for Business and Professional Services, Construction and Commodity Opportunities. LBJ imports BID information from federal, state and local government websites on a daily basis, providing the most current information.

Public/Legal Announcements and Invitations to BID

Public agencies and institutions receive added value, such as print and electronic distribution and inclusion bid database.

Regular News Sections

News sections provide weekly business resources reported in the Banking & Finance and Supplier Diversity sections.

Continuing Columns.

Continuing columns by syndicated columnist, Odette Pollar (Smart Ways to Work) will provide small businesses with critical management and marketing information. Profiles by journalist Cheryl Hentz, will also appear regularly.

Business Resources

LBJ also features Business Resources that touch on topics such as Management, E-commerce, Legislation, Technology, Banking & Finance and much more.

Reach Your Target

LBJ puts your advertising message in front of 20,000 business owners and decision makers each month. LBJ delivers your message not only to their office but also to their homes. LBJ also offers several marketing packages that can put you in touch with your target.

LBJ readers rely on LBJ's parent company's (Small Business Exchange, Inc.) 1,000,000+ diversity database which cuts diagonally across ethnic, gender and industry lines, representing a central location for all small businesses.



"Diversity In Action"

Advertising With LBJ

Louisiana Business Journal publishes monthly on the third Tuesday of the month.

The Louisiana Business Journal also publishes weekly updates.

Advertisement space must be reserved by the end of business, the Thursday prior to publication.

Advertisements are also published online twenty-four hours a day at www.louisianabusinessjournal.com.

Contact corporate offices for advertising options and rates.

Other Services Offered

• LBJ also offers two proven marketing packages created for client specific marketing needs. Both utilize a 4-step marketing process which includes: 1) Faxed broadcasts and/or email blasts to targeted members from the LBJ certified database, 2) Advertising in the LBJ print publications as well as online, 3) Telephone follow-up, 4) Detailed computer generated reports.

- **Diversity Outreach** - assists bidders to public agencies who need to reach a targeted market as well as identify subcontractors and suppliers for project participation to fulfill diversity requirements within their bids.
- **Marketing on a Shoestring Budget** - presents clients with qualified leads. This is not a sales program but rather a marketing push. LBJ's database and marketing methods deliver prospects to whom the LBJ client can sell their goods and services.
- **Moniker** - Electronically monitor & track funds paid to prime contractors and their project-related subcontractors.
- **Economic Calculator** - The "Impact Calculator" (included with package), gives credible tools to cumulatively measure the value of each contract including economic vitality, jobs created and taxes generated. (Based upon IMPLAN data specific to the market area)
- **www.louisianabusinessjournal.com** is a resource on its own. By registering on the website you can log-in for up-to-date news, bid-information, and public/legal announcements. Other subscriptions offer partial access to a nationwide database of over 1,000,000+ members from all industry types.
- **Louisiana Business Journal Radio Show** is a 30 minute radio program featuring business news, information, life guests and call-ins. The show is broadcast every Friday from 2:30 to 3:00 on WBOK. 30-second advertising spots available.

Advertising Rates and Requirements
 (Sub-Bid Request Advertising Rates available upon request)

Publication Dates

- Louisiana Business Journal publishes the third Tuesday of each month
- LBJ Supplement publishes as needed
- All ads are due by the end of the business day, prior to publication date.
- 10% typesetting charge, \$12 minimum

Mechanical Requirements / Submission Info

- Type page is 10" wide x 12" deep
- 30% additional charge for front page
20% additional for page three
- Minimum size for front page is 8 column inches
- 10% typesetting charge, \$12 minimum
- Ads on the internet at same unit price. Audit statement provided.
- Electronic files saved as PDF or EPS
- Ads can be emailed to lbj@sbeinc.com or faxed to (504) 524-7979.

Internet

- We also publish ads daily on our website at www.louisianabusinessjournal.com

Demographics

CIRCULATION

Print media	
Readers per copy	4
Monthly Readership	20,000

AUDIENCE PROFILE

S/D/M/W/DVBEs	75%
Government Agencies/Legislators	3%
Large Companies	19%
Organizations/Associations	1%
Universities/Colleges	2%

AUDIENCE PROFILE BY INDUSTRY

Service	50%
Product	39%
Construction	11%

DISPLAY ADVERTISING RATES

<i>Page Sites</i>	<i>Rates</i>
• Full Page - 10.167" x 12"	\$2432.00
• 1/2 Vertical - 5" x 12"	\$1292.00
• 1/2 Horizontal - 10.167" x 6"	
• 1/4 - 5" x 6"	\$666.00
• Open Rate	\$55.50/column in.

PUBLIC / LEGAL ADVERTISING RATES

<i>Column Lines</i>	<i>Price / Lines & # of Runs</i>				
<i>SIZE</i>	1x	4x	8x	12x	52x
1-30	\$6.38	6.06	5.76	5.47	3.23
31-50	5.29	5.03	4.78	4.54	2.72
51-120	3.86	3.67	3.49	3.32	3.15
over 120	3.35	3.18	3.02	2.87	1.66

10% of Advertising Revenues in the *Louisiana Business Journal* will be donated to the New Orleans African American Museum.

Banner Advertisement Rates and Requirements

www.louisianabusinessjournal.com

Features & Benefits

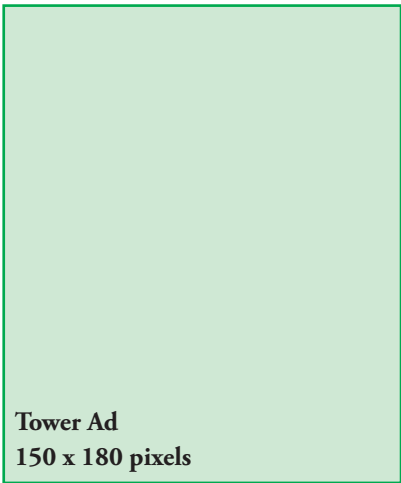
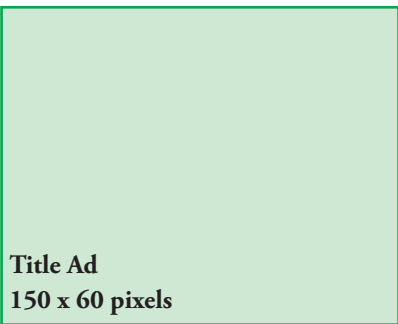
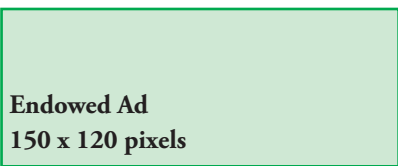
Online banner advertising on www.louisianabusinessjournal.com offers the unique advantage of reaching the industry- specific audience that will generate new sales for your company, rather than just bogus clicks. With advanced features such as multiple banner campaigns, channel targeting, banner weighting and a full-featured control panel, you can take control of your online advertising destiny, without breaking the bank.

Specifications

Type of Ad	Dimensions/Formats	Weight
Tile Ad	150 x 60 - jpg, gif, txt, html	8k
Endowed Ad	150 x 120 - jpg, gif, txt, html, flash	15k
Tower Ad	150 x 180 - jpg, gif, txt, html, flash	20k

Placement & Rates

Homepage		2nd Level Pages		Database Pages	
150 x 60	\$95 / month	150 x 60	\$67 / month	150 x 60	\$47 / month
150 x 120	\$124 / month	150 x 120	\$87 / month	150 x 120	\$61 / month
150 x 180	\$172 / month	150 x 180	\$120 / month	150 x 180	\$84 / month



LOUISIANA BUSINESS JOURNAL

AD ORDER FORM FAX completed form to (504) 524-7979

PLACE YOUR SUB BID REQUEST SOLICITATION AD HERE

WHEN YOU ADVERTISE YOUR SUB BID REQUEST SOLICITATION WITH LOUISIANA BUSINESS JOURNAL WE COVER ALL THE BASES YOUR AD WILL APPEAR IN THE LBJ PRINT EDITION ELECTRONIC EDITION AND EBLAST THAT MATCH YOUR SOLICITATION WITH THE GOODS OR SERVICES YOU ARE SEEKING

SUB-BIDS REQUESTED FROM QUALIFIED: MBE DBE DVBE WBE SBE SE OBE ESBE UDBE

PROJECT: _____

PROJECT LOCATION: (City or Parish) _____

PROJECT NUMBER: _____ BID DATE: _____

BID TIME _____ RESPOND BY: (if other than bid date) _____

COMPANY NAME: _____

ADDRESS: _____

CITY/STATE/ZIP _____

PHONE: _____ FAX: _____

CONTACT NAME: _____

FURTHER DESCRIPTION OR INFORMATION: _____

AEOE

PUBLICATION DATES (please check publication)

LOUISIANA BUSINESS JOURNAL – _____

INTERNET – www.louisinabusinessjournal.com _____

PUBLICATION INFO: Reserve space by close of business day Thursday preceding publication date. Late ads subject to a 25% late fee.

STANDARD SIZE: AD MEASURES 2" X 4", company logo may be included with 2" X 4" ad or larger.

BILLING INFO: The invoice will be sent to the above address unless otherwise specified.

CHECK IF REQUIRED: ORIGINAL mailed Tearsheet @ \$2.00 ea. REDUCED mailed copy @ \$1.00 ea. WEBSITE Audit Statement @ \$1.00 ea.

AUTHORIZED BY: _____ DATE: _____

LOUISIANA **BUSINESS** JOURNAL

Small Business Exchange, Inc. Diversity Outreach ORDER FORM

FAX: (415) 778-6255 • EMAIL: sbe@sbeinc.com

OUTREACH CRITERIA

NUMBER OF CONTACTS: 50 () or _____ **TELEPHONE FOLLOW-UP:** Yes () No ()
EMAILS: _____ **FAXES:** _____ **MAIL:** _____

ADVERTISEMENTS: Yes () No () If yes, indicate publication and dates below.

() SBE Newspaper, publishes THURS DATE(s) _____
() SBE Today Newsletter, publishes MON & THURS DATE(s) _____
() www.sbeinc.com - internet ad EXPIRATION DATE: _____

MBDA Portal Posting **SBA Sub-Net Posting** **Other** **Specify** _____

Dollar Est. _____ **Duration** _____

CERTIFICATION REQUIREMENTS: _____

FOCUS GROUPS: MBE DVBE DBE WBE OTHER _____

CITIES (or) COUNTY: (List the location areas from which you are seeking participants) _____

AGENCY/ORGANIZATION CONTACT: Yes () No ()

ONLINE SEARCHES
SPECIFY _____

Separate Search For Each Trade YES No

Search by project location only Other _____

Trades:

CONTRACT / RFP NUMBER: _____

PROJECT LOCATION: _____ **BID DATE:** _____

(NOTE: PLEASE SEND AD COPY AND THE PORTION OF THE SPEC THAT OUTLINES THE GFE STEPS FOR THIS SPECIFIC PROJECT)

COMPANY INFORMATION

COMPANY NAME: _____

ADDRESS: _____

CITY/STATE/ZIP _____

PHONE: _____ **FAX:** _____

CONTACT: _____

AUTHORIZED BY: _____ **DATE:** _____