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## **Media Kit and Rates**

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SmartBiz • 429 F Street #3, Davis, CA 95616 (631)249-2429

## **1. INTRODUCTION**

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Thank you for your interest in promoting your business, product or services on our website, SmartBiz.com. The information to follow will introduce you to our rates and demographics. We have many creative opportunities for advertisers including:

- Banner Ads
- Editorial Sponsorships
- Content Specific Sponsorships
- Microsites
- Email Newsletters
- Direct Email / Email List Rental
- Inclusion in our Special Offers section

### **WHY SMARTBIZ?**

The SmartBiz charter is to provide thorough information and analysis on current and emerging technology for small businesses. SmartBiz information is geared to help small business owners better manage their operations, decrease operational costs, increase sales and track business results.

Although SmartBiz is a young and emerging site, its content and audience is very focused and guaranteed to be of interest to your customers. We have a strong foothold within the search engines and distribute our content through our website, email newsletters and RSS feeds.

SmartBiz's currently experiences the following estimated traffic volume:

- Visitors per month: 100,000
- Impressions per month: 200,000
- Unique visitors per month: 85,000
- Email newsletter list: 8,000

**Readership**

Male	68%
Female	32%
Median Age	40
Median Income	\$67,300

**Head Count in Organization:**

1-5	41%
5-10	29%
10-50	18%
50>	12%

**Job Title:**

C-Level Exec/Owner	35%
EVP/VP/SVP	12%
Senior Mangement	16%
Middle Management	18%
Sales and Marketing	10%
Computer IT	8%
Other	1%

**Purchase Decision Maker**

Prime Decision Maker	44%
IT Technology	11%
Computer Hardware	12%
Software	13%
Telephone Services	9%
Business Equipment	8%
None	3%

Source: Subscriber Information / 2006 Online Survey

## 2. Budget and Costs

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SmartBiz's advertising rates range from \$5 CPM to \$45 CPM depending on the campaign, placement and specific needs.

Please contact us to discuss how SmartBiz can help promote and grow your business. **631-249-2429**