BBN.Planning.2015.startup

BusinessBuilders.News (Magazine)

We’re not your typical .com, We’re DOT-NEWS

It’s the stuff you need

Tag/info: The Place where small business learns, collaborates, grows and celebrates

**Sponsors/Advertising Rates**

1. Premier Sponsor (Home and 3 select areas) $300- $320 $3,600 - $3,800

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Initial Goal | Type | Monthly Rate | Annual Rate | $ Goal to Start |
| 1 | Premier Sponsor (Home+3 select areas) | $300 - $320 | $3,600 - $3,800  | $3,600 |
| 4 | General Section (Events, Announcements) | $225 | $2,700 | $10,800 |
| 4 | Topic Sections | $190 | $2,280 | $9,120 |
| 10 | Individual Advertisers | $85 | $1,020 | $10,200 |
| Total |  |  |  | $33,720 |

**Revenue Streams:**

* **Sponsorships**
* **Ad Sales**
* **Advertorial** (Clearly denoted and distinguished with disclaimer)
	+ Answer question: What do I really do?; Establish Guidelines: content quality
* **Tear Sheets**

**Target advertisers:**

* Premier Sponsors: banks, CPAs, Tech companies
* Events: Venues, Caterers, Restaurants, Photographers
* Announcements: HR Co (Tilson), Payroll, Attorneys, CPAs
* Advertorials: Clients

**Initial Expenses:**

Hosting/Domain

Sweat Equity – tech (Scott), Content (Elaine), Sales (Jack)

**Topic Sections:**

* Finance
* Marketing
* Tech (repair, sales, systems, software, apps)
* Leadership
* Personal (home/life balance; health, spiritual)
* Growth (goals, planning, strategies, partnerships)

**Columnists**

* Jeff Binkley
* Jack Klemeyer

**Special Sections:**

* Events (Chambers, Rainmakers, BNI, Sparks, classes/workshops,)
* Announcements (people, places, awards, recognitions, moves)
* What’s a Small Business Done for You Lately?
* Need an….? (Criteria: legitimate with who you recommend or express a respectful, legitimate concern. Post may be removed at publisher’s discretions to benefit the community)