

# ADVANTAGE

THE HANDBOOK FOR SMALL BUSINESS



## Positioning your company as the **solutions provider.**

How much operating capital do I need on hand? Do I need to downsize? What is my marketing strategy? What tax challenges do I have? How do I lower my risk? How do I recruit great performers? Is it the right time to sell my business? How can I save money? What is my market share? How do I unlock more operating capital? What am I missing in my strategy? How do I finance my expansion? Am I working with the right vendor? How do I sell my business? Should I diversify? How do I measure customer satisfaction? How do I compensate my key employees? How can I change my company culture? How do I get a better ROI from my advertising? How do I make time for my family? How do I reduce my employee turnover?

# ADVANTAGE

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## The connection with small businesses...and those who serve them

If on the surface, if you thought *Advantage: The Handbook for Small Business* was a magazine, you would be right, but our system to connect business leaders with advertisers goes much deeper than that. Magazines alone don't provide the intimate experience that business owners need to make meaningful business decisions. That's why we provide turn-key solutions to make real connections with qualified prospects.

Our multi-faceted approach is accomplished by producing professional development seminars, bringing online communication that delivers instant answers, and of course, publishing a world class publication.

Our team of industry experts have dozens of years of experience working in and with small businesses. The custom-designed solutions are never the same, but the end goal always is—have a positive effect on the client's bottom line.

## The Economic Engine of Jacksonville

Big companies make the headlines, and Jacksonville has its fair share of them. As much as these companies contribute to our local economy, what they do pales in comparison to the contribution of the real workhorse—small business.

Jacksonville's total population is 1.5 million.

Businesses with fewer than 250 employees make up 99.5% of businesses in the 904 area code.

84% of the workforce in Jacksonville are employed by companies with less than 250 employees.

## Making it rain

Small business owners and top executives are a large, unique group that do more to shape, influence, and increase your bottom line than any other demographic. They share common characteristics.

### Loyal

- They are loyal to those that provide them good service. Their vendors grow with them.

### Responsive

- Unlike major corporations, they can turn on a dime and move quickly to make decisions.

### Innovative

- Show them a better way to do business and they will do it.

### Efficient

- They do more with less. Out of necessity, they have to outsource some business functions.

### Integrity

- They take pride in standing by their commitments. Without their reputation, they are sunk.

### Performance

- Their primary driver is success. Tell them how to be more successful and they will listen.

Small business is the primary driver of our local economy and our leaders need your help.

Share your solutions, best practices and expertise with those who need them most.

Be a part of the local solution.

## Absolute saturation: Direct mail means we hit decision makers

*Advantage* is mailed directly to every small business owner/CEO in the 904 area code with 9-250 employees. Readers are past the highly volatile startup phase, but are still working towards their full potential.

## Additional distribution:

- Small Business Administration
- Chambers of Commerce
- Special events
- Business-traveled hotels

## Why readers take notice

Small business owners are a smart bunch who learn quickly through the success or failures of others. They are interested in northeast Florida business because they have to be. Keeping up with competitors and seeking knowledge from others are keys to survival. Having limited resources, they are looking for solutions to their business challenges.



## Features to count on

### Business profile:

North Florida has amazing and talented people; *Advantage* highlights their business successes and challenges.

### Down to business:

We address topics business owners/CEOs need to know and show how local businesses are excelling.

### Business briefs:

This is a quick mention of business happenings.

### On the street:

We talk to business people in a grassroots effort to find out what is on their minds.

### After hours:

A lighthearted visit with influence makers.

## Editorial calendar

### **May..... Materials deadline April 28**

How did your accountant do this tax season?  
Mass communication to mass customization

### **June ..... Materials deadline May 28**

Smart tips in tough times you can use today  
The best practices for hiring and firing

### **July ..... Materials deadline June 25**

Making sure you've hired the right law firm  
Getting the best out of your employees

### **August..... Materials deadline July 23**

Using technology to progress your business  
Reaping the rewards of a great workplace environment

### **September..... Materials deadline August 27**

Branding the 21st century way: Social and viral marketing  
Employee benefits that don't break the bank

### **October ..... Materials deadline September 24**

Think about that exit strategy now  
Should I fire my financial consultant or buy him lunch?

### **November ..... Materials deadline October 22**

Taking care of your key people during the holidays: Gift giving strategies  
"Big Box" or boutique? What to expect from your bank

### **December ..... Materials deadline November 26**

What's my business worth? How can I get my numbers?  
Fixing your pitch: Polishing up your value proposition in time for 2010

## Frequency

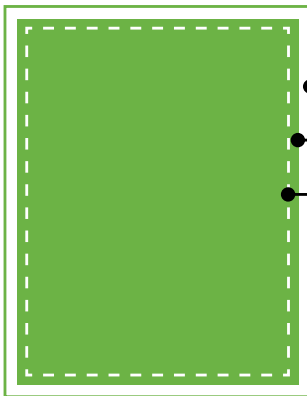
Direct-mailed on the second Tuesday of every month

## Publishing specs

Full page bleed .....	9" x 10.875"
Full page non-bleed .....	8" x 9.875"
2/3rd page .....	5.25" x 9.875"
Half page vertical.....	3.875" x 9.875"
Half page horizontal .....	8" x 4.8125"
Quarter page.....	3.875" x 4.8125"

**Full bleed advertisements require an additional .25" bleed added to all sides**

**Live area: keep all important content .5" from trim edge**



### Full page diagram

- Bleed
- Trim
- Live area

Magazine trim size 9 x 10.875.

Full bleeds no charge.

## Acceptable formats

InDesign, Photoshop, PDF, Illustrator, QuarkXpress with  
CMYK 300 dpi minimum. Include all fonts, art and photos.

## Complete solutions

**KNOWLEDGE IS**  
*Power Breakfast*

### **The very hottest of leads**

**Demonstrate your knowledge by speaking to a roomful of pre-qualified prospects. Give a little, get a lot.** Each month, *Advantage* mag hosts its

“Knowledge is Power” breakfast. Present for 45 minutes and touch on the subjects that business owners need to know. Each attendee comes interested in your topic and is thirsty for the information you are providing. After the event, names and contact information are furnished to you so you can continue your conversations.

We handle all the details period. We market the event by promoting it through our subscriber and contact lists. Just show up, speak for 45 minutes, and leave with hot leads your competitors don't have.

### **Something tangible**

After the event, we will deliver a video of your presentation you can use for your own marketing efforts.

Ask your *Advantage* representative for more details.



## More added value online



### Extend your reach

Twice monthly *Advantage* contacts readers via email. We keep them informed of upcoming features, the “Knowledge Is Power” breakfasts, and give them a look at upcoming articles in the magazines.

- Banners available on select pages
- Links to your website
- Designed at no charge
- 2 frame gif files permitted
- No flash animation

