

IBNewsmag – The Voice of Small to Medium-Sized International Business

Published online each month with practical how-to international information critical to small to medium-sized companies/enterprises (SMEs), IBNewsmag is the single source of specific information important to SMEs. Our small business focus groups revealed that many SMEs did not know who to contact about information critical to shipping, getting paid, intellectual properties and other aspects of trade not covered by other international media. IBNewsmag helps fill that practical information gap with how-to articles, features on SMEs which have faced and overcome trading challenges.

IBNewsmag is:

- No. 1 in terms of reach in targeting SME CEOs and International Mgrs. throughout the Midwest*.
- No. 1 with practical international information to help SMEs increase sales and create jobs.
- No. 1 in reporting current export and import data – leading economic indicators.
- No. 1 with international breaking news relevant to SMEs.
- No. 1 with state EDC international managers distributing IBNewsmag to their own lists and obtaining article leads from their states.

*Arkansas, Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, Ohio, Oklahoma, North & South Dakota, Tennessee and Wisconsin.

IBNewsmag's confidential email database numbers over 6,000 and expanding with an additional pass-along circulation of 3,000 or more.

	Major 2018 themes	Country Business Reports
January	Export Management/Trading Companies	Argentina
February	Exporting Basics	France
March	Finding New Markets	Taiwan
April	International Sales Reps/Distributors	Saudi Arabia
May	International Competition	Colombia
June	International Marketing Strategies	Malaysia
July	Strategic Alliances/Partnerships	Bulgaria
August	Getting Paid	Italy
September	Business Cultures	Panama
October	Government Policies/International Business	Qatar
November	Export controls	Netherlands
December	Indirect Exporting	Philippines

The above subject to change and/or updates pending major international events

IBNewsmagTM Sponsorship Rates

Purpose of *IBNewsmag*: is to assist SMEs in developing and improving their international business with proven and, practical information. This includes techniques to boost international sales, examples of successful companies, ways to overcome non-tariff barriers, avoid potential pitfalls, find better ways to ship and get paid, and other relevant content.

***IBNewsmag* delivers this information on a multi-platform approach to include:**

- Online Magazine
- Print Version (Upon request)
- Website with International Breaking News and Additional Articles

New in 2017:

- New Product Features
- International Leads
- Video Links in online Articles
- Advisory International Business Development Service
- Want Ads
- International Book Sales

Sponsorship Rates: All-In for Multiplatform Versions including Online magazine, Print Version, and Website Banner ads

	<u>1x Rate</u>	<u>3x Rate</u>	<u>6x Rate</u>	<u>12x Rate</u>
1/4 page	\$350	\$300	\$250	\$200
1/3 page vertical	425	400	375	350
1/2 page horizontal	600	550	475	450
1/2 Island	700	675	650	600
2/3 page vertical	800	750	700	650
Full page	900	850	800	750

All ads are linked to your website unless designated otherwise.

Special New Product/Service Sponsorship and Classified Rates

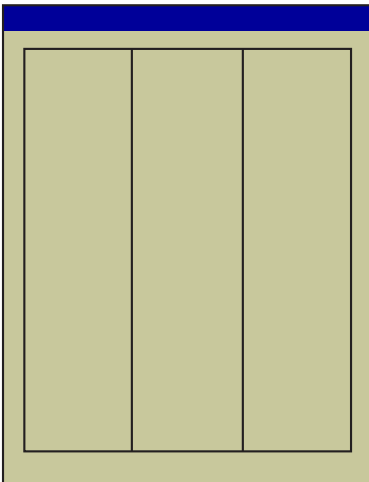
Full color quarter-page new product/service features **\$250** per insertion

Classified Ads (Business card size, 3 ½ X 2" Black & White) **\$200** per insertion

***IBNewsmag* – The Voice of International Business for Smaller Companies**
Now in our 14th Year of Continuous Publication!

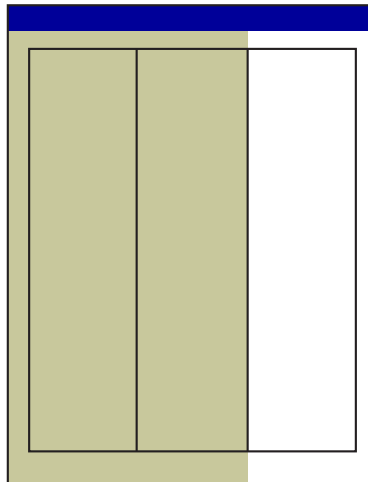
IBNewsmag™ SPONSORSHIP SPECS

Please send ads to fbaehner@intermark3.com. See below for full technical specifications!



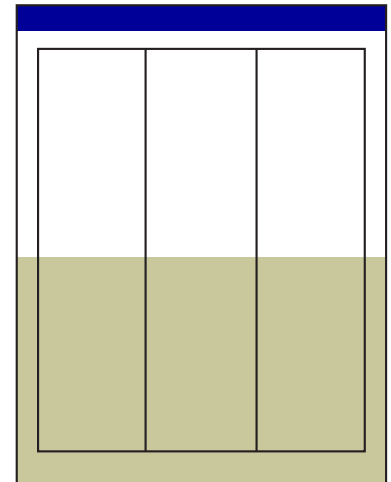
FULL PAGE

submit full bleed: 8.75 x 11.25
(trimmed size = 8.5 x 11)



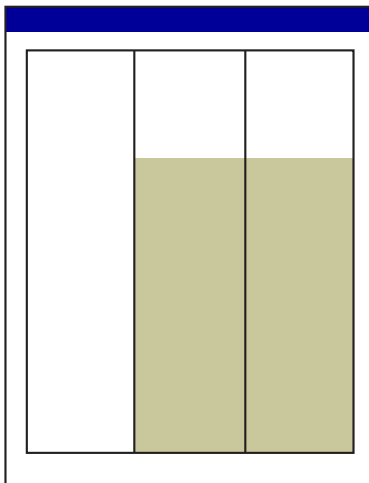
2/3 PAGE Vertical

submit full bleed: 8.75 x 10.675
(trimmed size = 8.5 x 10.425)



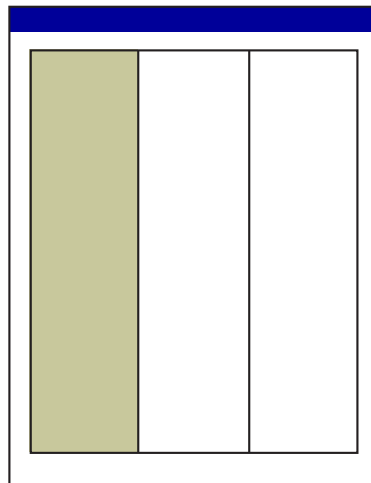
1/2 PAGE Horiz

submit full bleed: 8.75 x 5.465
(trimmed size = 8.5 x 5.215)



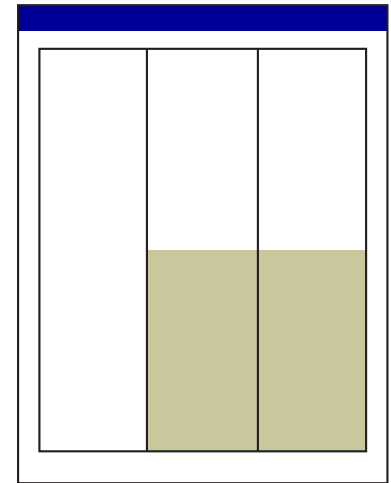
1/2 PAGE Island

submit trimmed size: 5 x 6.75
(no bleed)



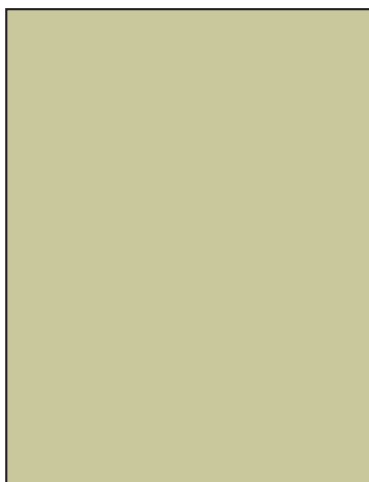
1/3 PAGE Vert

submit trimmed size: 2.415 x 9.25
(no bleed)



1/4 page

submit trimmed size: 4.25 x 5.215
(no bleed)



BACK COVER

submit full bleed: 8.75 x 11.25
(trimmed size = 8.5 x 11)

AD FILE FORMATS:

- EPS, JPG, PDF, and TIF files are accepted (PDF files preferred).
- CMYK color format only.
- Resolution needs to be 300 dpi.
- EPS files must have fonts outlined.

IMAGES

Digital photos included must be 300 dpi and CMYK color mode.

UNACCEPTABLE AD FILES

- We do not accept Word documents.
- For print purposes, we do not accept Web or Internet images.

WEB BANNER AD SIZE:

300px wide x 350px high

BANNER AD FILE FORMATS:

- JPG and GIF files accepted.
- Web resolution is 72 dpi.

DEADLINES:

- Space Reservation: 15th of month preceding publication.
- Materials: 30th of month preceding publication.