

# Networking changed drastically in the last three years.



Where there used to be 2-3 networking opportunities to choose from every day, now you're lucky to find 2 or 3 quality opportunities per month. And when you do network, you're often speaking to other salespeople trying to do the same thing.

How do you reach decision-makers today?

Reach the highly qualified audience of 46,000 readers through Springfield Business Journal.

How qualified are they?



# 46,290 WEEKLY READERS

- 98% Of subscribers regularly read SBJ
- 65% frequently purchase products and services from ads seen in SBJ

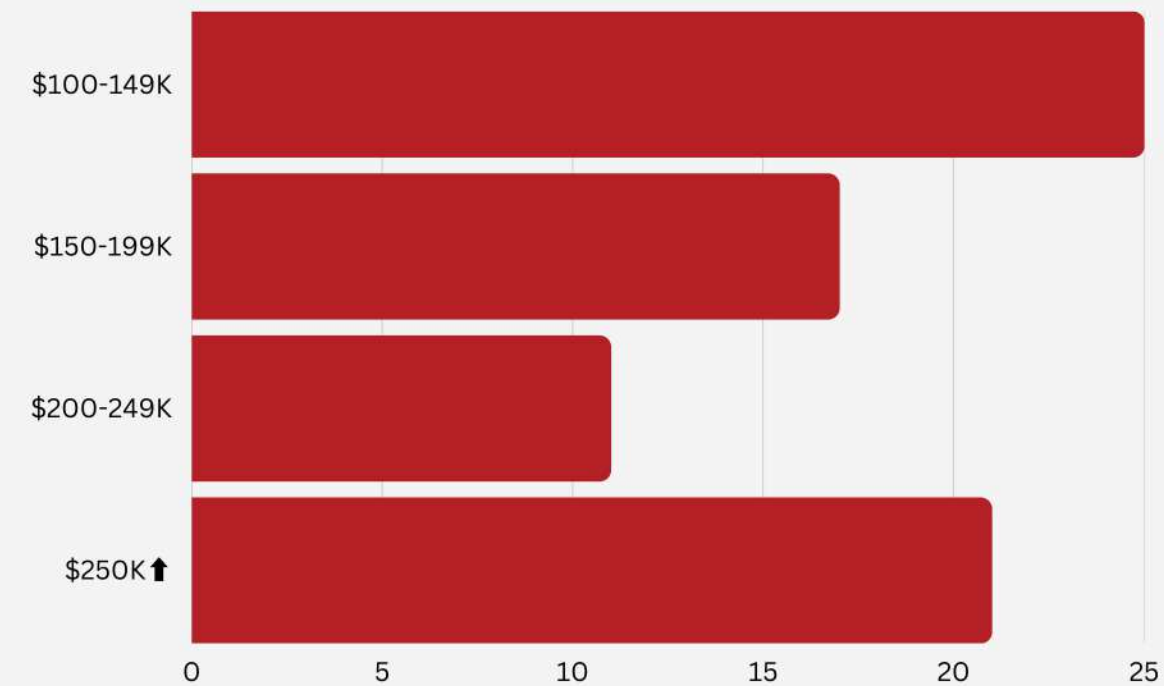
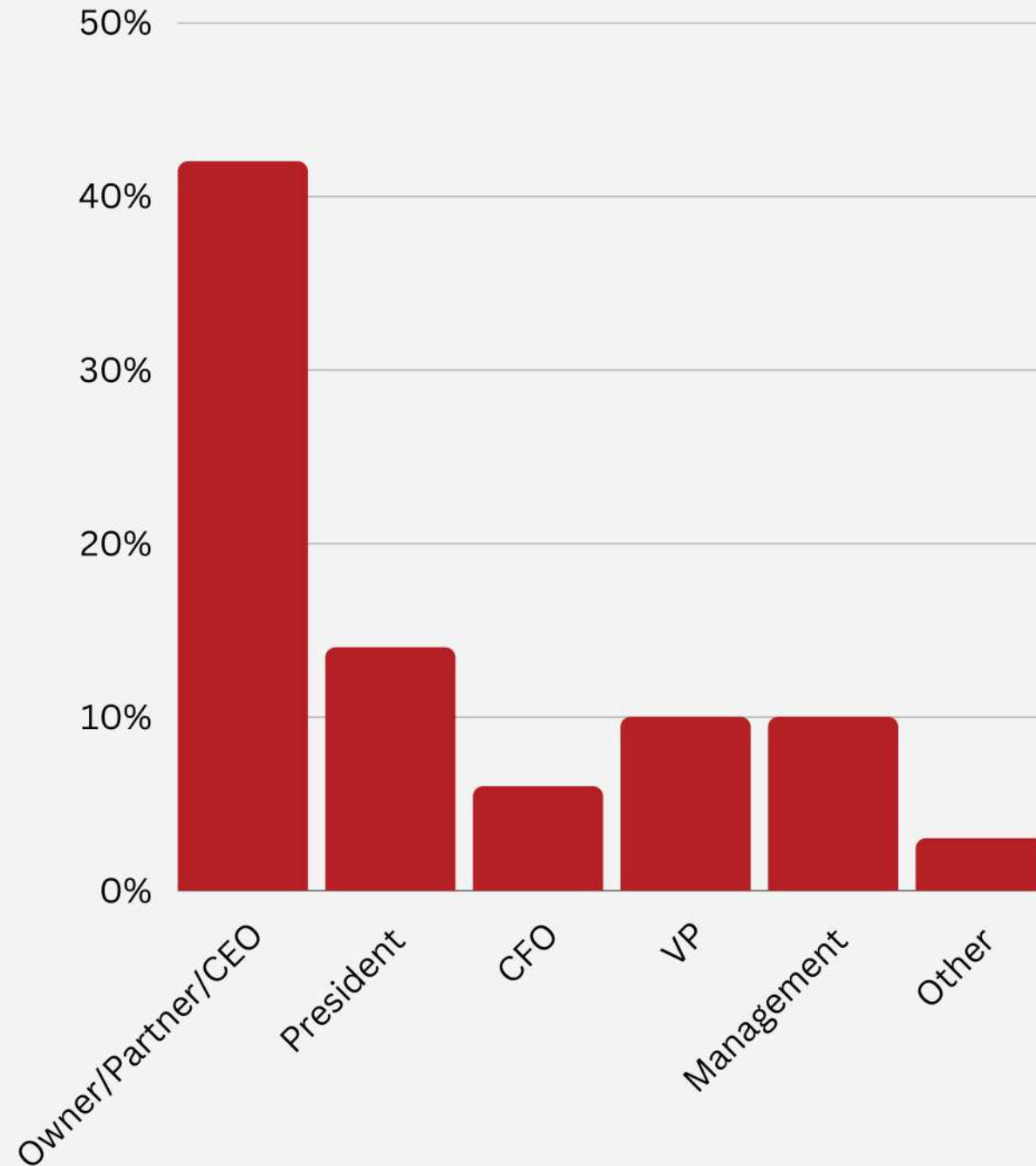
## 85% OF OUR READERS ARE TOP MANAGEMENT

57% Male

43% Female

## INCOME

76% of our readers earn over \$100K+ household income



79% Of subscribers are 25-64 years old

11% Of subscribers are 65+ years old

10% Of subscribers are 18-24 years old



# WHAT IF YOUR BUSINESS CARD WAS WORTH MORE THAN JUST THE PAPER IT'S PRINTED ON? WHAT IF IT COULD:

- 1 Build your website SEO
- 2 Explain your product or service in depth
- 3 Provide a direct link to your email and phone number
- 4 Provide links to any digital assets you own
- 5 Build your authority

WOULD THAT HELP YOU GROW YOUR BUSINESS?





**Place your business card ad in Springfield Business Journal's At Your Service.  
It's just like placing your business card on their desk.**

## PRINT ELEMENT



**SBJ BUSINESS AUTHORITY**

Your source for finding providers for the **SERVICES** you need in your **HOME** or **BUSINESS**.  
Showcase your business to our audience today.  
Email [advertising@sbj.net](mailto:advertising@sbj.net)



Visit [SBJ.net/AtYourService](http://SBJ.net/AtYourService) for more information on each provider.



**MERRY MAIDS.**  
417-888-8888  
website or email

- Spring Cleaning
- Enhanced Disinfection Services
- Move in/Move out Cleaning
- Holiday Cleaning



**CLIENT NAME**  
417-888-8888  
website or email

- 200 characters total
- 50 characters per line
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**JIFFY LUBE**  
417-888-8888  
website or email

- Oil Change
- Tires, Brakes, and Batteries
- Filters and Fluids
- Inspections
- Exterior and Glass
- Suspension
- Engine Services



**ROTO ROOTER**  
417-888-8888

- Residential and Commercial
- Clogged drains, leaking pipes
- Sewer System Backups
- Water Heater Repair and Replacement
- Plumbing Video Camera Inspection
- Water Treatment & Purification
- Water Softeners & Filters

website or email



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**BUG ZERO**  
417-888-8888  
website or email

- Residential/Commercial
- Pest Control/Extermination
- Bed Bug, Termite, Ant
- Mosquito, Spider, Fly



**SQUEEGEE SQUAD**  
417-888-8888  
website or email

- Residential/Commercial Window
- Roof and Solar Panel Cleaning
- Pressure and Soft Washing
- Interior Fixture Cleaning



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## More Leads

- 65% of our readers frequently purchase products and services from ads seen in SBJ.
- 76% of our readers earn over \$100K+ household income.

## Name Recognition

- Spotlight your unique product or service.
- Build your name and your brand.
- Remember, familiarity breeds trust.



Springfield Business Journal  
2101 W Chesterfield Blvd., Suite B105  
Springfield Mo 65807  
Contact [advertising@sbj.net](mailto:advertising@sbj.net)





**B2B buyers average 13 pieces of content before making a purchase.  
How much of that content is yours?  
Your enhanced landing page allows you to display your custom content.**

## DIGITAL ELEMENT

### Expand Digital Footprint


We will create a custom landing page for your business, which will be housed on sbj.net, providing a 24/7 marketing platform for your content.

### Improve Online Presence

Your landing page will help boost your website' s organic SEO by utilizing multiple links to your site and linking back to an authoritative media website like SBJ.net

### More Leads

The more content you place on your landing page answering questions and positioning you as a specialist, the higher your ranking and website authority will be with search engines, improving your chances of getting qualified leads.




Your source for finding providers for the SERVICES you need in your **HOME** or **BUSINESS**.

PAID ADVERTISING


At Your Service, Valerie Pister

Springfield Business Journal


I help businesses connect with other businesses by utilizing creative, cost-effective, custom advertising plans.



Valerie Pister



Simmons Bank



BUSINESS JOURNAL

Valerie Pister

Springfield Business Journal

417.644.4915

vp@sbj.net

MONTHLY ADVERTISING INFO & PRICING

At Your Service

On Your Radar

To Your Health

Ask the Experts

ADVERTORIAL ADVERTISING INFO & PRICING

Evolution

Great Places to Work

PROGRESS

MONTHLY ADVERTISING FEATURES:

At Your Service - Your source for finding providers for the SERVICES you need for your BUSINESS or HOME. See an example.


On Your Radar - Your source for innovative solutions, unique value propositions and novel core products that can improve your business and may not be ON YOUR RADAR. See an example.

To Your Health - Your source for finding products, services, and professionals dedicated TO YOUR HEALTH. See an example.

Ask the Experts - Ask the Experts is a revolutionary advertising program that allows companies to showcase their industry expertise by answering the most frequently asked questions in their field. See our latest Q&A Post.

ADVERTORIAL ADVERTISING OPPORTUNITIES:

Evolution - People evolve. Businesses evolve. The world has evolved. Tell us your



Map

Springfield Business Journal

2101 W Chesterfield Blvd, Suite B105 Springfield, MO 65807

Phone: 417.644.4915

Email: vp@sbj.net

Twitter: @sbjnet

Facebook: sbj.net

LinkedIn: sbj.net

Instagram: sbj.net

YouTube: sbj.net

Related Links

Share this on Facebook

Share on Twitter

Email this ad

Springfield Business Journal

12 months ago

The Case Foundation's former CEO, Krista Pister, plans to focus on education and her next career path, she says. (Subscriber content)

SBJ.NET

Case Foundation co-founder

Krista Pister plans to focus on edu...

Tweets from @sbjnet

SBJ Business Journal

12 months ago

Krista Pister plans to focus on education and her next career path, she says. (Subscriber content)





## WHAT IS THE VALUE OF SEO?

“SEO at its core is about great content combined with earning great references. Sharing openly, honestly, and adding value with that content is far more likely to produce returns in the form of links, reputation, references, and customers than staying closed and secretive.” - Rand Fishkind

- 28% of local searches result in a purchase within 24 hours.
- 14.6% of leads are gathered through search engines.
- 66% of people perform some type of online research before making a purchase online.
- 53.3% of website traffic comes from organic searches.
- 91.5% of all traffic is generated by clicks on websites listed on Google’s first search results page.
- The first Google listing receives 33% of search traffic.
- 61% of B2B marketers stated that SEO and organic traffic generate more leads than any other marketing initiative.
- 75% of users never scroll past Google’s first page.

### Sources

[www.Hubspot.com](http://www.Hubspot.com)  
[www.thinkwithgoogle.com](http://www.thinkwithgoogle.com)  
[www.searchenginejournal.com](http://www.searchenginejournal.com)  
[www.semrush.com](http://www.semrush.com)  
[www.ahrefs.com](http://www.ahrefs.com)





# **AT YOUR SERVICE COMPREHENSIVE ADVERTISING PACKAGE**

**Reach the business decision-makers reading Springfield Business Journal by advertising in the At Your Service package that includes:**

1 Print ad in the monthly At Your Service special advertising section.

- Single and double size ads available.

1 Custom Landing Page that lives on SBJ.net 24/7 which includes:

- Your logo, photo, and contact information.
- Descriptions of your products and/or services.
- PDF's or links to your authoritative content about your industry.
- Direct link to your calendar scheduling software.
- A Google Map link.
- Your social media feed from Facebook and/or Twitter.
- Testimonials, videos, commercials, and photo gallery.
- Direct link to your brochure or whitepapers for expert positioning and thought leadership.





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BUSINESS  
AUTHORITY

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website or email



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- Bed Bug, Termite, Ant
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## Single size ad:

\$550.00 per month for 12-months

\$650.00 per month for 6-months

## Double size ad:

\$750.00 per month for 12-months

\$850.00 per month for 6-months

Springfield Business Journal

2101 W. Chesterfield Blvd., Ste. B105

Springfield, MO 65807

[advertising@sbj.net](mailto:advertising@sbj.net)

\*Your landing page will remain live as long as your advertising plan is active and in good standing.