

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 reach business decision-makers.

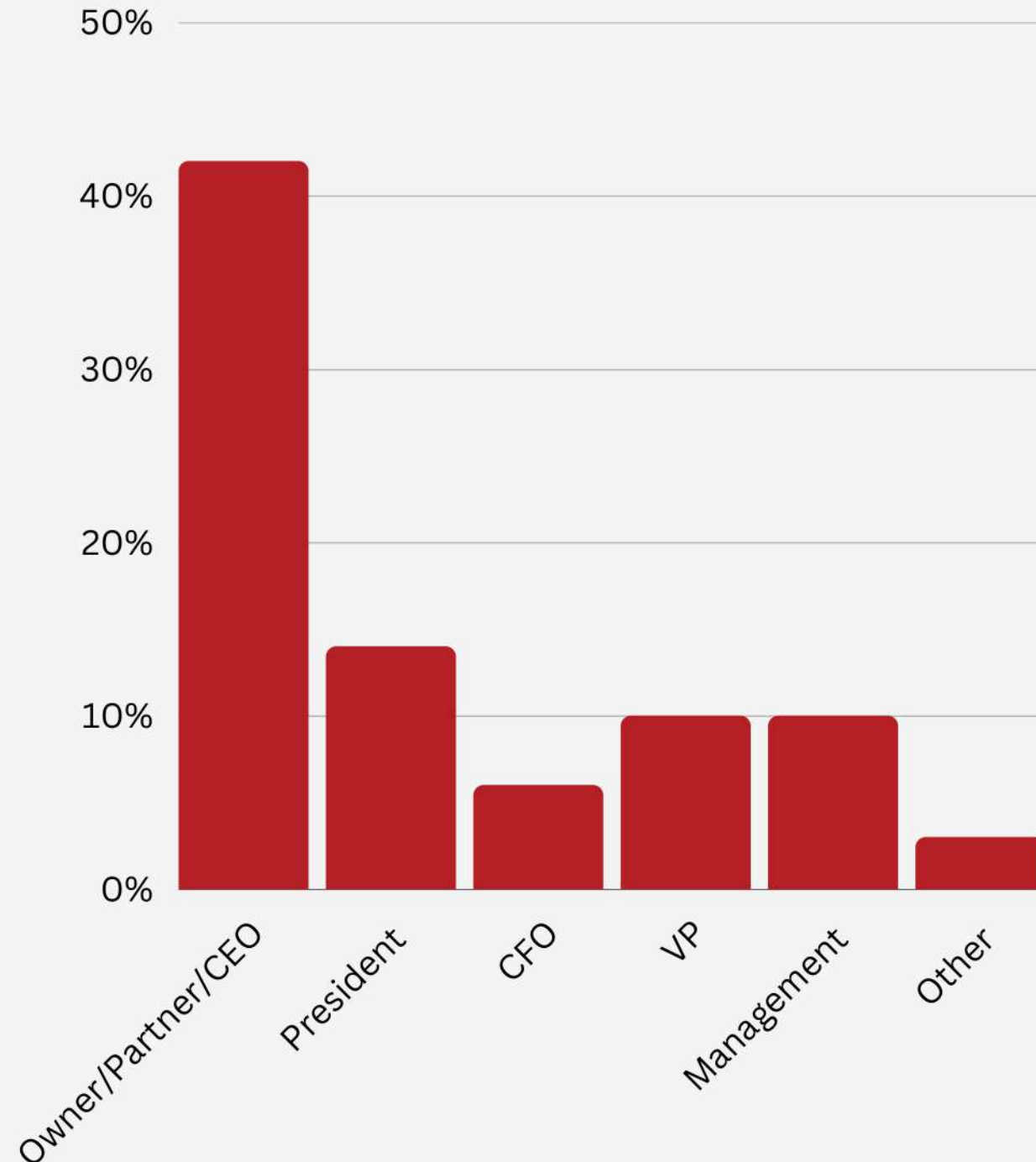
How do you get on the decision-makers radar?

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



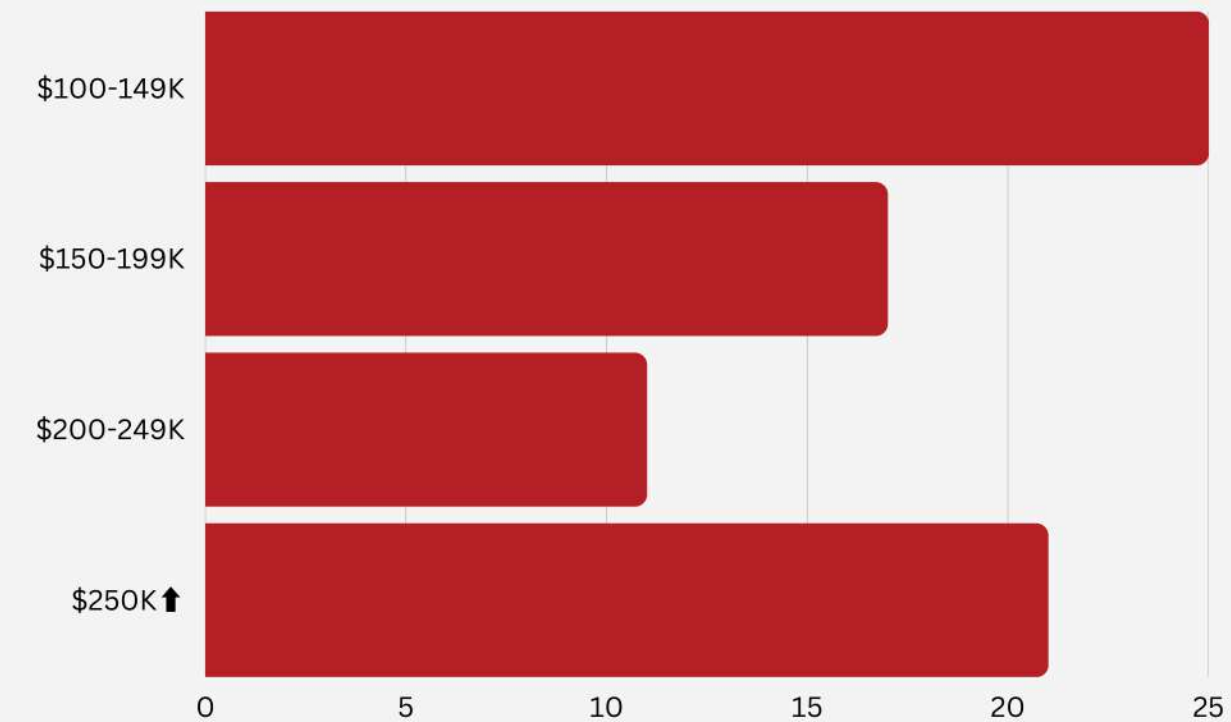
85% OF OUR READERS ARE TOP MANAGEMENT

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?

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.

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



PRINT ELEMENT

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.



Showcase your business to our audience today.
Call 417-831-3238



Springfield Business Journal
2101 W Chesterfield Blvd., Suite B105
Springfield Mo 65807
Contact 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

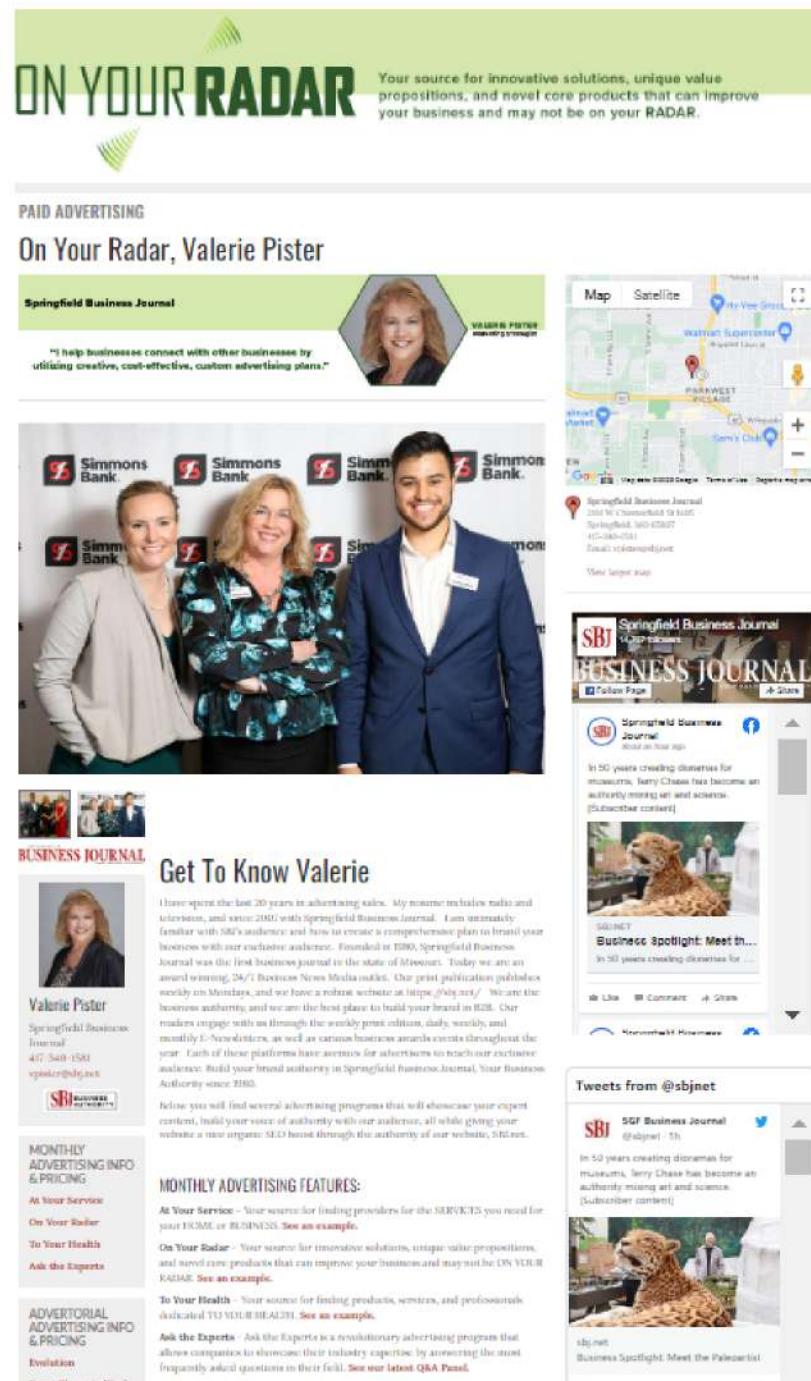
We will create a custom landing page for your business, which will be housed on sbj.net, providing a 24/7 marketing platform for your content.

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.



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
www.thinkwithgoogle.com
www.searchenginejournal.com
www.semrush.com
www.ahrefs.com

ON YOUR RADAR COMPREHENSIVE ADVERTISING PACKAGE

Reach the business decision-makers reading Springfield Business Journal by advertising in the On Your Radar package that includes:

1 Print ad in the monthly On Your Radar 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.

ON YOUR RADAR COMPREHENSIVE ADVERTISING PACKAGE



<p>CATEGORY</p> <ul style="list-style-type: none"> In bullet-point format, list up to 4 specific challenges faced by businesses for which your product or service provides the ideal solution. <p>YOUR NAME 417-888-8888 TomWinkler@email.com</p> <p>Abacus CPAs Data. Analytics. Smart Solutions.</p>	<p>CATEGORY</p> <ul style="list-style-type: none"> 21 characters 21 characters 21 characters 21 characters <p>YOUR NAME 417-888-8888 MaryAnnWinkler@email.com</p> <p>PCnet small business</p>	<p>YOUR NAME 417-888-8888</p> <p>USA Mortgage</p>
<p>CATEGORY</p> <ul style="list-style-type: none"> 21 characters 21 characters 21 characters 21 characters <p>YOUR NAME 417-888-8888 MaryAnnWinkler@email.com</p> <p>Sandler Training powered by hupoint</p>	<p>CATEGORY</p> <ul style="list-style-type: none"> 21 characters 21 characters 21 characters 21 characters <p>YOUR NAME 417-888-8888 TomWinkler@email.com</p> <p>Connell Insurance Agents of Change</p>	<p>CATEGORY</p> <ul style="list-style-type: none"> 84 characters total 21 characters per line 21 characters per line 21 characters per line <p>YOUR NAME 417-888-8888 TomWinkler@email.com</p>
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<p>CATEGORY</p> <ul style="list-style-type: none"> 21 characters 21 characters 21 characters 21 characters <p>YOUR NAME 417-888-8888 MaryAnnWinkler@email.com</p> <p>BRS BUSINESS RECOVERY SERVICES</p>	<p>CATEGORY</p> <ul style="list-style-type: none"> 21 characters 21 characters 21 characters 21 characters <p>YOUR NAME 417-888-8888 TomWinkler@email.com</p> <p>Neale & Newman</p>	<p>CATEGORY</p> <ul style="list-style-type: none"> 21 characters 21 characters 21 characters 21 characters <p>YOUR NAME 417-888-8888 MaryAnnWinkler@email.com</p> <p>Morgan Stanley</p>

Showcase your business to our audience today.
Call 417-831-3238

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

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