

BUSINESS **BLACK BOX** GET INSIDE **THINK OUTSIDE**



# 2011 **Business Black Box**

Business Black Box • 1200 Woodruff Road, Suite A8 • Greenville, SC • P:864.281.1323 • F:864.281.1310

[insideblackbox.com](http://insideblackbox.com)



# CONTENT & REACH

## IN EVERY ISSUE:

### ◆ TRAILBLAZERS

Who are the people who are truly changing how business is done? Who is paving the new path in their field?

### ◆ THE BIG PICTURE

One business + numerous partnerships = Economic Ripple Effect. See businesses near who who are contributing to the growth.

### ◆ 11 QUESTIONS

You know who they are, but have never asked them that one question you've always wanted to know the answer to. We do it for you.

### ◆ WHAT MATTERS

Sure, you know them in their suit and tie. But after the 9-to-5, what really matters to that local person, and how does it affect their outlook?

### ◆ SPEED PITCH

Want a better pitch? Whether it's a new venture or an existing product, here's the place to perfect what you're selling.

### ◆ RANDOM & RELEVANT

From graphs, to latest news or a business book review, here are all the tidbits and information you can handle.

### ◆ 101 DAYS

Ever wondered how a business runs? Or what happens behind closed doors? Here, we follow a business for 101 days to find out what they have brewing, how they'll make it work, and whether or not it succeeds (or fails!)



## WHERE WE ARE

### PRINT RUN

10,000

### MAILED CIRCULATION

5,000

### SALES/MARKETING

1,000

### NEWSSTAND

1,000

### ECONOMIC DEVELOPMENT

2,500

### PASS-ALONG READERSHIP

3.5 readers per copy \*national trends

### AVERAGE READERS - per Issue

35,000 per issue





# RATES, DATES & SIZES

## RATES

FOUR COLOR 4x

Spread	2,700
Bookend	2,475
Full	1,500
1/2	1,050
1/4	600

## SPECIAL POSITIONS\*\*

BC*	+525
IFC*	+450
OIFC*	+450
IBC*	+300
OIBC*	+300
Ospread	+675
OTOC*	+300
Guaranteed	+225
RHP	+150

\*Full pages only. \*\*Add to four-color pricing (above).

- ◆ Rates are Net and per insertion.
- ◆ Cover spreads may be available. Please see your account executive for availability.

## ◆ GLOSSARY OF TERMS

**Spread:** 2 full pages, printed facing each other  
**Bookend:** One full page printed facing a 1/2 page vertical  
**BC:** Back Cover  
**IFC:** Inside Front Cover  
**OIFC:** Opposite Inside Front Cover  
**IBC:** Inside Back Cover  
**OIBC:** Opposite Inside Back Cover  
**OSpread:** Opening Spread  
**OTOC:** Opposite Table of Contents  
**Guaranteed:** Any promised placement within the book.  
**RHP:** Right Hand Page; run of book.

## SPACE DEADLINES

ISSUE	SPACE	MATERIALS
Q1	11.27.10	12.4.10
Q2	2.26.11	3.5.11
Q3	5.28.11	6.4.11
Q4	8.27.11	9.3.11

Full Page  
**8.375 x 10.875**

Full - Bleed  
**8.625 x 11.125**

1/2 Page Vertical  
**3.653 x 9.975**

1/4 Page Vertical  
**3.653 x 4.891**

1/2 Page Horizontal  
**7.475 x 4.891**



# CONTENT & REACH

## WEB



### master calendar.

Business-only events, and yours are welcome. Just fill out the form to send us your seminars or conferences and we'll include them on the site.

### archived issues.

Did you miss something, or just want to go back and take another read? Hit our archived issues to get more, later.



### expert blogs.

We've got experts in all kinds of topics, and you can get bits and pieces from them anytime. Check them out by topic, author, or just browse around.

### reader submissions.

Have something you think the rest of the business community needs? Make your voice heard, by sending us your submissions.



### business directory.

It's a free, easy way to build awareness of your business. Just fill out the form, and you'll go straight to our business directory to be found by your next client.



### multimedia.

Check out Black Box TV videos with everything from Trailblazer interviews to Fly on the Wall events. Then, pass them on.

## CONNECT



[www.facebook.com](http://www.facebook.com) Page: Business Black Box Group: Business Black Box



[www.twitter.com/insideblackbox](http://www.twitter.com/insideblackbox)



[www.linkedin.com](http://www.linkedin.com) Group: Business Black Box



# RATES, DATES, & SIZES

	3x	6x	12x
Top Banner	626	580	540
Header Banner	556	516	480
Post Header (.tv)	490	440	400
Post Header (.com)	278	258	240
Post Footer	208	194	180
Large Tile	464	430	400
Medium Tile	162	150	140
Small Tile	116	108	100
Text Banner	46	43	40

- Rates are per month
- Top Banner, Header Banner and Large Tile are considered prime placement and are exclusive.
- (\*) Ads placed in rotation with other advertisers

## InsideBlackBox.tv

Header Banner 468 x 60

Post Header 420 x 65

\*Medium Tile 300 x 125

## InsideBlackBox.com

Top Banner 720 x 90

Header Banner 468 x 60

Large Tile 300 x 250

\*Post Header 595 x 125

\*Small Tile 125 x 125

\*Text Banner 300x50

\*Medium Tile 300 x 125

\*Post Footer 595 x 125

## SPACE DEADLINES

ISSUE	SPACE	MATERIALS
January	15 Dec	22 Dec
February	15 Jan	22 Jan
March	16 Feb	23 Feb
April	16 Mar	23 Mar
May	15 Apr	22 Apr
June	15 May	22 May
July	15 Jun	22 Jun
August	15 July	22 July
September	14 Aug	21 Aug
October	15 Sep	22 Sep
November	15 Oct	22 Oct
December	16 Nov	23 Nov



# BUSINESS CONNECT

Business Black Box **Business Connect Events** bring active, connected business people to your business. Most importantly, they're there to connect with others, spend money and discover a new business in the Upstate.

Held at various Upstate businesses like yours (and your competitors') each month, these events offer an opportunity to connect on a more personal level with other local business men and women than other networking events.

Get inside the Black Box...and discover how you can host Business Connect events!

"**BUSINESS BLACK BOX** has been a very valuable partner for UCAN. Their expertise in media and promotions exponentially increased the exposure for one of our recent events, and we are reaping the benefits of reaching a much larger audience than we could have otherwise. The Black Box team took the bull by the horns from the start and really did an outstanding job."

Matt Dunbar  
Managing Director  
Upstate Carolina Angel Network

"Working with the folks at **BLACK BOX** to host a **BUSINESS CONNECT** gathering at the downtown Liquid Highway was the best decision I have made in a while. It helped us accomplish three things: 1. Increase our exposure to top notch business people. 2. Associate our name with a great publication 3. Have record sales for our organization. Thanks to the Business Black Box for making this a HUGE success. We will definitely do it again."

Jon Evans  
Former Manager,  
Liquid Highway Downtown Greenville



**PRICING:** \$1,000 per Business Connect

Please see your account executive for more information on how you can host or participate in a Business Connect event.



## SPECIAL POSITIONS

Special positioning in print includes right hand read, far forward placement, placement next to or near editorial and placement as the only ad on a page (this option only applicable for 1/2 page sizes). Special or guaranteed positions are subject to the charges on the applicable rate card. Special or preferred positions are on a space-available basis as determined by the advertising director. Please check with your advertising manager for availability.

## ADDED SERVICES

Inserts, overruns, reprints, advertorials and special advertising supplements can be quoted upon request.

## PAID POSITION GUARANTEES & SPONSORSHIPS

First right of refusal will be granted to current contract holders to continue paid position placement and sponsorships. Position must be committed to before current contract expires.

## DESIGN CHARGES

If requested, BBB can produce advertisements at the following rates: print, full page or larger: \$300 per ad design. Print, 1/2 page or smaller: \$150 per ad design. Web, all sizes: \$100 per ad design. This charge includes consultation to determine needs/desires of the ad, design of ad including up to 2 proofs, and company-owned rights to the ad for publication elsewhere. Please see your account executive for more information.

## COPY AUTHORIZATION

All advertising is accepted and published by the publisher with the understanding that the advertiser and/or agency is authorized to publish the entire subject matter of the ad. In consideration of this acceptance by the publisher of the ads, the advertiser and/or agency will indemnify and hold harmless the publisher from and against any loss or expense resulting from claims or suits for defamation, libel, violation of privacy, plagiarism and copyright infringement. The publisher is also not responsible for errors or omissions in the ads.

## AD CREATION

Materials for ad creation will not be accepted after Material Due Date. Advertisers may not make design changes to ads after Material Due Date. Please see your account executive for applicable design charges. Publisher reserves the right to edit, classify, reject or cancel any advertising copy at any time.

## BLEEDS

There is no additional charge for bleed ads (only available for spreads, bookends, or full pages in the print edition). Keep live copy within 7" x 10." Trim size is 8.375" x 10.875". Bleeds on each edge should be set to at least 1/8" beyond the trim size.

## ACCEPTED FORMATS

If changes are to be made (by BBB) to an ad supplied on disk, your ad must come in a format with which BBB can work, (i.e. unflattened). It is the Advertiser's responsibility to make sure that BBB receives a format that can be worked with: all disks must be Macintosh-compatible; ads must be designed in InDesign, Photoshop (files flattened, outlined, and converted to CMYK), or Illustrator (files and fonts outlined to include on the disk), and a signed laser must be provided. No PageMaker or Publisher files will be accepted.

PDFs are preferred, provided they are in the correct format. Prior to the creation of the PDF, all colors should be converted to CMYK process (no spot colors or RGB) and images must be CMYK. Finished PDF should be a hi-resolution CMYK PDF with all fonts and images embedded. PDFs should not be created by directly exporting from a program (such as InDesign or Quark). They must instead be created by first postscripting or creating an EPS from the original working file and then made into a PDF through Acrobat Distiller. Settings for postscripting and distilling can be requested from our production department. We cannot be held responsible for printing errors due to incorrectly created files.

## BILLING

### AGENCY POLICY

A 15% commission is applicable to recognized advertising agencies. An additional 2% discount will be allowed if payment is postmarked within 10 days from billing. Payment must be received within 30 days of publication. If payment is received after 45 days, the commission rate will be reduced to 10%. Position and other additional charges are added after agency rate is computed. Contracts negotiated directly with the advertiser before an agency is involved will remain in force with the advertiser, and are not subject to agency commission.

### CANCELLATIONS

Cancellations will be accepted with written notice if received 30 days prior to Ad Close Date. Cancellations received less than 30 days prior to close will be billed at the full rate. Cancellation received after issue closing will be billed at the full rate. Advertisers may not cancel orders after Ad Close Date. All ads will be deemed acceptable as submitted unless Publisher receives written notice of required changes.

### TERMS

All contracts will be subject to 30-day terms, unless otherwise specified and agreed upon by both parties. In the event any invoice is not paid within 30 days, all invoices outstanding and unpaid shall become due and payable immediately, and the agency commission will be negated as unearned. Payments received 30 days after publication will be assessed a 1.5% monthly finance charge. For contracts in which payment is not received within these terms, all ads already published will be charged at the full rate; ads not published will be cancelled and subject to payment of 75% of the original contract rate.