

How Would You Like Your Message Delivered *Directly* Into The Hands of Business Owners and Decision Makers in the Richmond Market?

Introducing

The Business Networker

Greater Richmond's Affordable Business to Business Publication

This monthly publication will be delivered directly to over 3,000 local business people through a strategic alliance of Richmond's top business networking, business training, & advertising organizations. It will be mailed to all BNI members in the greater Richmond area, clients of alliance partners and will be available at various business locations, networking and training facilities.

Get your advertising message in front of those who make the decisions!



Inside Features:

- Success Stories
- Business Fundamentals
- Spotlight Q & A
- Networking Events Calendar
- Business Updates
- Contributor's Corner
- Networking Tips & Articles

...and more!

The Business Networker is published monthly and mailed in the first week of each month.

The Business Networker 2009 Monthly Advertising Rates

	1 QTR (3 months)	Semi-Annual (6 months)	Annual (12 months)
¼ page ad (per issue)	\$300	\$275	\$250
½ page ad (per issue)	\$550	\$500	\$450

Ad Deadline: Ads must be received by the 15th of the month PRECEEDING publication. For example, an ad for the January issue would need to be received by December 15th.

Copy Changes: Copy can only be changed on a quarterly basis.

Specifications: ¼ page ad size: **4.9" x 5.3"** ½ page horizontal ad size: **10" x 5.3"** ½ page vertical ad size: **4.9" x 10.75"**
Please submit camera-ready ad in press-optimized **PDF** file format, with all fonts embedded, created in a page layout program such as *Adobe InDesign* or *Quark XPress*. **JPEG, TIFF** formats are not recommended; text created in *Photoshop* should be avoided. Images should have a minimum resolution of 200 DPI, line art should be at least 600 DPI.

Layout Design: The design staff of The Business Networker can assist in ad design, layout and placement at an hourly charge of \$85.00 but request and materials must be submitted 3 weeks in advance of publication month.

Ad Conditions: Half of the payment is due at signing of contract. The other half is due upon receipt of invoice or at 30 days from publication date. Pre-pay discount available. If pre-pay or auto pay option, charges will be applied on a monthly basis. BNI members get a 10% discount when signing up for a Semi-Annual contract or Annual contract. BNI members get a 5% discount when signing up for a Quarterly contract.

Market Place Classifieds: \$7.50 per line (approximately 23 characters per line – spaces are counted as characters)
Visit www.thebusinessnetworker.biz for specific information, rules, regulations and disclaimer. All classified ads must be paid at the time of submission via PayPal. Advertising deadline is the 15th of the month prior to the desired month of publication. Minimum of 3 lines or 66 characters. You will receive a confirmation via email.

Contributors: If you'd like to submit an article for consideration for the *Contributor's Corner* or for *Spotlight Q & A* please visit www.thebusinessnetworker.biz for instructions, details and restrictions.



Publisher Cindy Creasy Woolfolk
Managing Editor Mark Deutsch
Advertising Director Lisa Ritchie
Creative Services Director John MacLellan
Administrative Staff Patti Jo Knight & Pam Junker

Each month **The Business Networker** features a collection of local, regional and national contributors who lend their expertise and share the latest in trends, market information and business advice.

BNI members receive **The Business Networker** at no cost. Subscriptions are available on an annual basis at \$25.00. We also offer a discounted subscription rate for pre-approved alliance partners that want to send **The Business Networker** to their clients as an added value benefit. Contact Lisa Ritchie for more information on our gift subscription and alliance partner programs.