

# Advertise in b2bTRIBE

Engage 6,000 Charlotte-area small business owners and entrepreneurs. Order at [b2bTRIBE.com/advertise](http://b2bTRIBE.com/advertise). Call 704.844.6080 or email [advertising@b2bTRIBE.com](mailto:advertising@b2bTRIBE.com) if you have questions.



## Deadlines for v6 (spring 2017)

Super-earlybird reservations	January 16, 2017	10% off full-page and half-page ads (coupon code SEB10V6)
Earlybird reservations	January 30, 2017	5% off full-page, half-page, and 1/4-page ads (coupon code EB05V6)
Final reservations	February 22, 2017	receive an additional social media post
Press-ready ad materials	March 1, 2017	

SMALL BUSINESS RATES (advertiser has 100 or fewer employees)	Pkg. Cost	Print Edition	Digital Edition	Social Promo	Web Banner
Full page (print-ready display ad or b2bSOLUTIONS native ad)	\$1,300	✓	✓	✓	✓
1/2 page (print-ready display ad or b2bSOLUTIONS native ad)	\$800	✓	✓	✓	x
1/4 page (print-ready display ad or template ad)	\$375	✓	✓	x	x
1/6 page (print-ready display ad or template ad)	\$250	✓	✓	x	x
Directory ad - regular cost	\$150	✓	✓	x	x
Directory ad - special price for solopreneurs	\$100	✓	✓	x	x
MEDIUM AND LARGE BUSINESS RATES (advertiser has 101 or more employees)					
Full page (print-ready display ad or b2bSOLUTIONS native ad)	\$2,000	✓	✓	✓	✓
1/2 page (print-ready display ad only)	\$1,300	✓	✓	✓	x

## Types

**Print-ready display ads** are the typical promotional ads you're used to seeing in magazines. If you submit a display ad, it must conform to our files specs.

**b2bSOLUTIONS native ads** are paid content. For the full page, you submit a 400-word article, your headshot, your logo, and one additional image. For the half page, you submit a 200-word article, your headshot, and your logo. We lay out your ad like magazine content.

**Template ads** are for those without in-house creative departments or budgets for custom-designed ads. They include a logo, brief description of your services, and a call to action.

Agency-level design services are available from SPARK Publications if you need help creating a display ad of any size. Call 704.844.6080 to request an estimate.

## Dimensions

Full page with bleed: 8" W x 10" H  
plus a 0.125" bleed on all sides

Full page without bleed: 6.6" W x 8.75" H

1/2 page: 6.6" W x 4.29" H

1/4 page: 3.3" W x 4.29" H

1/6 page: 2.09" W x 4.29" H

Directory ad: 1.6114" W x 2.8685" H

## File Specs

All ads must be submitted in digital format via our online submission system. After you purchase your ad, you'll receive instructions on how to submit your ad file.

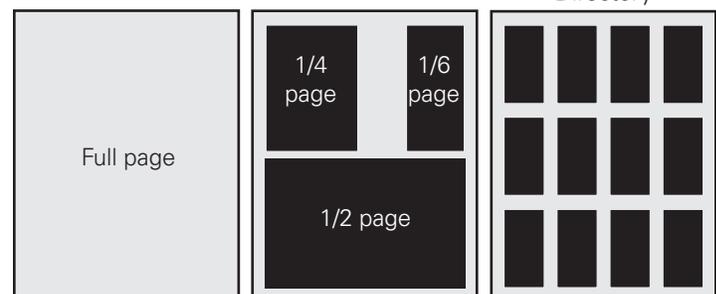
Files must be CMYK and Macintosh compatible.

Ads should be submitted as high-resolution, press-ready PDFs. Ads that are not press ready will not be accepted or will incur additional charges to prepare for print.

High-resolution and press-ready means:

- The PDF file and all embedded graphics are 300 dpi.
- All fonts are embedded.
- All colors are CMYK/4-color process—no spot colors and no RGB colors. Ads other than CMYK will be rasterized in PhotoShop then reconverted to PDF.

**\*For full-page bleed ads**, be sure to extend graphics at least 0.125 inches beyond the trim marks on all four sides. Ensure that live copy is at least 0.375 inches inside from trim. The trim size is 8-in. wide by 10-in. tall.



# b2bTRIBE Advertising Terms & Conditions

**TERMS:** SPARK Publications places the advertising in b2bTRIBE magazine. All ads are to be paid in full prior to insertion.

**PAYMENT POLICY:** Advertising in b2bTRIBE magazine is to be paid in full prior to insertion. All payments and ad submissions must be submitted and purchased through b2bTRIBE.com. In the event the magazine doesn't publish, you'll receive a full refund.

**AD PLACEMENT:** No specific positions are guaranteed. No adjustments, re-insertions, or refunds will be made due to not being able to meet requested positions.

**DEADLINES:** Advertisers must strictly observe all copy and proof deadlines to ensure publication.

**CANCELLATIONS:** Cancellations may occur up to 60 days prior to the print date. Cancellations of display ads incur a 20 percent processing fee. Cancellations of b2bSolutions or one-sixth page ads built by SPARK Publications incur 20 percent plus any production time incurred. Ad reservations made with 60 days of the print date are non-refundable.

**PROOFS:** If SPARK Publications produces your advertisement, you will receive only one round of proofing. All proofs, when submitted, will be for typographical correction only. Proof corrections resulting in changing more than 20 percent of the ad will be charged an additional \$50 per ad per round of changes. Proofs not approved within 24 hours of receipt will be released for publication. A \$50 charge will be incurred when an advertiser makes changes after approving a proof or beyond the first proof.

**ERRORS:** If b2bTRIBE magazine errs in an advertisement, its liability shall not exceed the charge for the portion of the ad in which the error occurred.

**CAMERA-READY:** Press-ready PDF ads must be submitted by the final deadline.

SPARK Publications retains rights, title, and interest to all layouts of advertisements that represent the creative efforts of b2bTRIBE and prohibits unauthorized use in other publications (photographic reproduction or otherwise) of any such ad without written consent. SPARK Publications retains the right to reject advertisements due to content or quality of production.