



CONNECTIONS TO SMALL BUSINESS

MEDIA KIT WITH INTERGRATED MARKETING OPPORTUNITIES



NSBA Media and Marketing Opportunities

NSBA provides an environment where over 150,000 entrepreneurs from across the country can come together and share their experiences. Small-business owners, government officials, and industry experts exchange knowledge and information through events and programming, the electronic Weekly NSBA Advocate, NSBA.biz and our other various related Web sites, quarterly Issue Briefings and NSBA social networking pages on Facebook and LinkedIn.

The Weekly NSBA Advocate provides the most up-to-date information on key policy issues facing small-business owners across the country. Providing NSBA members and subscribers with real-time policy updates and inside-the-beltway analysis translates into a more active and engaged small-business community.

In addition to the main Web site, NSBA.biz, NSBA offers myriad targeted Web sites aimed at the specific needs of our community. From Prevent IRSAbuse.org to HealthReformToday.org, NSBA offers open-source information for anyone interested in the issues that matter most for small business.

NSBA print, e-mailed and on-line content is driven by our members. Collecting data from our various surveys and interaction with our members, NSBA editors and writers research the defined member needs and deliver content to elevate the conversation to levels that ensure the growth and prosperity of America's small business owners.

In addition, NSBA boasts two highly-regarded councils that specialize in key small-business areas: technology and exporting. The Small Business Technology Council and Small Business Exporters Association are two Washington, D.C.-based groups with a high level of expertise in their industries, and offer high-tech firms and small- and mid-sized exporters a targeted outlet to promote their issues.

About NSBA

NSBA is the nation's oldest small-business advocacy organization. The organization boasts members in each of the United States, British Virgin Islands, Guam, Puerto Rico, and U.S. Virgin Islands. Through its member organizations, NSBA reaches more than 150,000 small-business owners. Small-business advocacy remains the driving force behind NSBA. The organization is mindful that the best advocates for small business are the owners themselves, who devote their lives to make their businesses, their employees, their communities, and their nation a better place.

NSBA is a volunteer-led association. Our primary mission is to advocate for federal policies that are beneficial to small business and promote the growth of free enterprise. A uniquely member-driven organization, our members set our policy and take a very active role in pursuing policies in-line with NSBA's Top Ten Priorities which are crafted and voted on by our members.

NSBA links suppliers with the largest network of small-business owners in the country, creating an abundance of buying power. With a network that reaches over 150,000 small businesses in every state, NSBA stands behind its promise to bring value to our sponsors, partners and members.

NSBA Member Profile

NSBA's membership is as diverse as the small business field. Members include carpenters, consultants, manufacturers, retailers, grocers, designers, investors, and concerned citizens who believe in the free enterprise system. NSBA's members also include state and regional small-business affiliated groups, such as the Arizona Small Business Association in Phoenix, Council of Smaller Enterprises (COSE) in Cleveland, SMC Business Councils in Pittsburgh, the Denver Metro Chamber of Commerce and the Small Business Association of Michigan (SBAM) in Lansing.

"NSBA is the best, most timely and relevant source of information on national small-business issues."

- Rob Fowler, President and CEO, Small Business Association of Michigan (SBAM)

Number of Employees

0-5	39%
6-10	14%
11-20	18%
21-50	19%
51-100	6%
More than 100	5%

Number of Years in Business

Less than 1 year	1%
1 - 5 years	3%
6 - 10 years	17%
11 + years	79%

Annual Revenue

\$100K - \$250K	11%
\$250K - \$500K	16%
\$500K - \$1M	10%
\$1M - \$5M	35%
\$5M - \$25M	20%
\$25M +	8%

Region

Northeast	23%
Midwest	23%
South	30%
West	24%

NSBA Corporate Partnerships

NSBA's Corporate Partnership Program creates relationships with corporations and organizations that complement NSBA and its membership needs. The Corporate Partnership Program provides a great opportunity for developing new strategic alliances with NSBA that help our small-business members receive added benefits in the area of business operations, financing, production, and professional development from the services provided exclusively by Corporate Partners.

As the nation's oldest small-business advocacy organization NSBA has become a trusted and valuable source among America's small-business owners. Our corporate partners benefit from this relationship through increased recognition and press mentions from the various sponsorship/partnership opportunities available.

NSBA affords your company the opportunity to market products and services to more than 150,000 small-business owners through our extensive database, e-mail directory and affiliate membership programs. NSBA's two councils, the Small Business Exporters Association (SBEA) and the Small Business Technology Council (SBTC), also offer corporate partnerships for those looking for a more specific group with which to partner.

Platinum Partnership

\$20,000

Partnership Benefits:

Sponsorship of two weekly quick polls appearing on both the Website and The Weekly Advocate e-Newsletter

Eight Banner advertisements in The Weekly Advocate e-Newsletter

Eight advertisements on NSBA.biz (2 weeks each for a total of 16 weeks)

Two articles placed as part of The Weekly Advocate eNewsletter as mutually agreed upon

Two opportunities to utilize NSBA mailing list for direct marketing

Sponsorships of two NSBA Quick Polls*

A 15 percent discount on all electronic advertisement outlets, beyond those included with corporate membership

Listing on NSBA Web site in both Corporate Partners and Member Benefits pages

Three registrations for NSBA's Annual Washington Presentation or biennial Small Business Congress

Opportunity to host two professional development sessions (webinars and/or teleconferences) on selected topics for NSBA customers (member and non-member)

Signage from sponsor presented at NSBA meetings

Preferred status in sponsorship opportunities during NSBA meetings including The Washington Presentation and the Small Business Congress

Web Sticker indicating NSBA Corporate Partnership

* Specific restrictions apply





Gold Partnership

\$15,000

Partnership Benefits:

Sponsorship of one quick poll appearing on both the Website and The Weekly Advocate e-Newsletter
Four advertisements on NSBA.biz (2 weeks each)
Four banner advertisement in The Weekly Advocate e-Newsletter
One article placed as part of The Weekly Advocate eNewsletter, as mutually agreed upon
One opportunity to utilize NSBA mailing list for direct marketing*
Sponsorships of one NSBA Quick Poll*
A 15 percent discount on all electronic advertisement outlets, beyond those included with corporate membership
Listing on NSBA Web site in both Corporate Partners and Member Benefits pages
Two registrations for NSBA's Annual Washington Presentation or biennial Small Business Congress
Opportunity to host one professional development session (webinar and/or teleconference) on selected topics for NSBA customers

(member and non-member)

Preferred status in sponsorship opportunities during NSBA Meetings including The Washington Presentation and the Small Business Congress
Web Sticker indicating NSBA Corporate Partnership

Silver Partnership

\$10,000

Partnership Benefits:

Sponsorship of one quick poll appearing on both the Website and The Weekly Advocate e-Newsletter
One opportunity to utilize NSBA mailing list for direct marketing*
Two advertisements on NSBA.biz (2 weeks each)
Two banner advertisement in The Weekly Advocate e-Newsletter
Sponsorship of one NSBA Quick Poll*
One article placed as part of The Weekly Advocate eNewsletter, as mutually agreed upon
A 15 percent discount on all electronic advertisement outlets, beyond those included with corporate membership
One registration for NSBA's Annual Washington Presentation or biennial Small Business Congress
Listing on NSBA Web site in both Corporate Partners and Member Benefits pages
Opportunity to host one professional development session (webinar and/or teleconference) on selected topics for NSBA customers (member and non-member)
Preferred status in sponsorship opportunities during NSBA meetings including The Washington Presentation and the Small Business Congress
Web Sticker indicating NSBA Corporate Partnership

**Specific restrictions apply*

Please e-mail Patrick Post, ppost@nsba.biz, or call Patrick at 202-552-2903 to sign up today as a corporate partner or for more information.

NSBA Sponsorship Opportunities

In addition to our Corporate Partnership programs, NSBA offers long-lasting benefits and return on investment for our sponsors of specific events. By positioning our sponsor in the marketplace with NSBA members, we can deliver a unique interaction between sponsors and their target clients—small-business owners. NSBA will work with our corporate sponsors to identify the best choice for the highest return on investment.

Are you looking for a way to increase brand awareness; network with the leaders of the small-business community; and strategically allocate your marketing dollars? If so, serving as a sponsor during NSBA's annual Washington Presentation and Biennial Small Business Congress is a perfect opportunity for your organization. We also offer the opportunity to sponsor one of our highly-regarded NSBA small-business surveys, or our quarterly member-focused Issue Briefings.

Your organization will receive both tangible and intangible benefits from each NSBA sponsorship opportunity.

NSBA Washington Presentation

The Washington Presentation is a must attend event for any small-business owner who wishes to gain insightful perspective of the latest trends and risks currently facing the small-business community. NSBA members from across the country fly to Washington, D.C. to hear from policy insiders, meet with their lawmakers and participate in a White House briefing. This translates into direct exposure and networking opportunities with key decision makers of small businesses for our sponsors.

The Washington Presentation also provides small-business owners a forum to share in new and exciting programs, products, and best practices that allow them to more efficiently manage their small business.

There are currently two types of sponsorships available:

Advocate of the Year Award Luncheon

\$10,000

Sponsorship Benefits:

- Exclusive sponsorship of the awards luncheon
- Two complimentary registrations to the Washington Presentation
- Brief remarks from the sponsor at the luncheon
- One table (ten places) for luncheon guests
- Signage at the luncheon event, including literature or other takeaway for attendees
- One booth/table near the main event registration desk
- Inclusion as the sponsor in press releases announcing award winner and event

Washington Presentation Evening Reception

\$5,000

Sponsorship Benefits:

- Exclusive sponsorship of the evening reception
- One complimentary registrations to the Washington Presentation
- May bring up to two guests to the reception event
- Prominent Signage during the reception
- Networking opportunities with conference attendees, local, national and trade media, and government officials

NSBA Small Business Congress

The Small Business Congress is an intensive, high-level event for small-business owners to learn about, and debate the key issues facing the small-business community. Held at the beginning of each new session of Congress, NSBA's Small Business Congress provides our members with the opportunity to vote on the top priorities for the organization for the coming two years. For our corporate partners looking for that opportunity to really meet and get to know the decision makers of the small-business community, this is it.

The Small Business Congress offers up myriad expert speakers throughout the several days and enables small-business owners—and our sponsors—to really delve into the issues and gain a detailed understanding of the challenges facing small business.

There are currently three types of sponsorships available:

Key Note Luncheon **\$5,000**

Sponsorship Benefits:

- Exclusive sponsorship of the key note luncheon
- Two complimentary registrations to the Small Business Congress
- Two complimentary guest seats at luncheon (in addition to two registrants)
- Brief remarks from the sponsor at the luncheon
- Signage at the luncheon event
- One booth/table near the main event registration desk
- Inclusion as the sponsor in press releases announcing the event
- Literature/gift inclusion at luncheon

Small Business Congress Evening Reception **\$5,000**

Sponsorship Benefits:

- Exclusive sponsorship of the evening reception
- One complimentary registration to the Small Business Congress
- May bring up to two guests to the reception
- Prominent signage during the reception
- Networking opportunities with conference attendees, local, national and trade media, and government officials

Small Business Congress Breakfast **\$5,000**

Sponsorship Benefits:

- Exclusive sponsorship of the breakfast
- Two complimentary registrations to the Small Business Congress
- Brief remarks from the sponsor at the breakfast
- Two complimentary guest seats at breakfast (in addition to two registrants)
- Signage at the breakfast
- One booth/table near the main event registration desk
- Inclusion as the sponsor in press releases announcing the event
- Literature/gift inclusion at luncheon

NSBA Surveys

Throughout the year, NSBA conducts various surveys of our membership as part of NSBA's mission to address the needs and represent the concerns of the small-business community. Among those are the two NSBA Economic Reports, the Mid-Year Economic Report, released late-July, and Year-End Economic Report, released late-January. Additionally, NSBA conducts targeted surveys such as our recent Small Business and Taxation Survey or our Exporting Survey.

A trusted source on key small-business data, NSBA can offer sponsors of one of our surveys a good deal of media attention. Sponsors will be mentioned in all press materials and will have the opportunity for logo placement on the survey. Additionally, sponsors will have the opportunity to suggest questions provided they are in-line with the tone and target of the survey.

There are currently two types of survey sponsorships available:

Economic Report **\$10,000**

Sponsorship Benefits:

- Exclusive sponsorship of one of the NSBA Economic Reports
- Logo placement in survey packet and press materials
- Specific mention in survey packet and press materials
- Opportunity to respond to reporter inquiries where appropriate
- Advance copy of final survey packet
- Literature inclusion at upcoming NSBA event (Washington Presentation or Small Business Congress)

Targeted Surveys **\$5,000**

Sponsorship Benefits:

- Exclusive sponsorship of one of NSBA's issue-specific surveys
- Logo placement in survey packet and press materials
- Specific mention in survey packet and press materials
- Opportunity to respond to reporter inquiries where appropriate
- Advance copy of final survey packet
- Literature inclusion at upcoming NSBA event (Washington Presentation or Small Business Congress)

NSBA Issue Briefings **\$5,000**

NSBA holds quarterly issue briefing teleconferences for members to discuss current issues and hear from NSBA leadership and Washington, D.C. experts on myriad topics. Each call lasts 45 minutes and boasts participation from 50 to 200+ callers depending on the call topic. NSBA actively markets the Issue Briefings to members as well as nonmembers and provides detailed wrap-ups following each call.

Sponsors of these Issue Briefings will have the opportunity to interface with the participants on the call and also will be included on all marketing materials. This is the perfect avenue to share your company's expertise with the thought-leaders in the Small-Business Community.

Sponsorship Benefits:

- Exclusive sponsorship of one of NSBA's Issue Briefings
- Logo placement and company mention in all marketing and wrap-up materials
- Opportunity to make remarks during Issue Briefing
- One eNewsletter article placement on topic of relative expertise prior to Issue Briefing
- Two e-mails sent to all registrants for Issue Briefing on behalf of sponsor

NSBA Advertising Opportunities

In addition to our sponsorship and partnering opportunities, NSBA can provide short-term and long-term advertising opportunities through our Web site and electronic weekly newsletter, the NSBA Weekly Advocate.

Web Site Banner Ads \$1,500

NSBA has a great deal of visibility through its Web site and averages 345,265 page hits and 11,627 unique visitors per month. On-line content is capitalized using social media networks that drives group members back to the NSBA site on a regular basis.

Placement: NSBA will place a leaderboard ad (728x90) prominently on the NSBA homepage with subsequent leaderboard ads on all latest news items.

Duration: 2 weeks (down from 30 days)

Cost: \$1,500

The screenshot shows the NSBA website homepage. At the top left is the NSBA logo with the tagline "National Small Business Association" and "AMERICA'S SMALL BUSINESS ADVOCATE". A search bar is on the top right. A navigation menu includes Home, About, Membership, Affiliates & Councils, Advocacy, Media, Events, and Contact. Below the menu is a "NSBA LATEST NEWS" section with a list of articles. A large banner ad features a hand holding a "Card Carrying Member of NSBA" card, with the text "Become a member of NSBA Today". Below this is a UPS advertisement stating "Logistics can save members up to 32%". At the bottom, there is an "ACTION ALERT" section, a "STAY CONNECTED" section with Facebook and LinkedIn buttons, and an "E-NEWSLETTER" sign-up form with fields for email address, first name, and last name, and a "Subscribe" button.

Weekly Advocate Ads

\$750/\$2,250

NSBA sends a weekly e-mail to over 7,000 small-business leaders which compiles the latest updates on small-business issues and policy in Washington, D.C. In past NSBA membership surveys, the Weekly Advocate has been rated highly as one of the most-read publications offered by NSBA.

Placement: NSBA will place a skyscraper ad (120x600) on the right-hand side of the e-mail

Duration: Minimum ad-buy is two weeks, bulk ad buys for eight weeks with a 25 percent discount

Cost: \$750 for two weeks, \$2,250 for 8 weeks

THE WEEKLY ADVOCATE



Vist NSBA Website | Recent NSBA Press Mentions | View Weekly Quick Poll Results | View Latest Action Alerts

NSBA President Speaks at Sen. Event on Tax Reform

NSBA President Todd McCracken today joined Sens. Ron Wyden (D-Ore.) and Dan Coats (R-Ind.) at an event on tax reform, during which he urged lawmakers to embrace broad, bipartisan tax reform as a means to spur small-business growth. [\(more\)](#)

House Passes Three Percent Repeal

Last week, the U.S. House of Representatives passed legislation, H.R. 674, to repeal the three percent withholding tax mandate by a vote of 405 to 16. The bill now awaits Senate action. [\(more\)](#)

Bill to Extend HUBZone Certification

Legislation has been introduced in Congress that would extend the HUBZone certification for three years to the areas that lost their status due to the findings of the 2010 Census. [\(more\)](#)

SBA Final Rule to Address Contract Bundling

The SBA recently published a final rule implementing various regulatory changes made by the *Small Business Jobs Act of 2010*. Of particular note is a provision pertaining contract bundling. [\(more\)](#)

NSBA Holds Teleconference on Exporting 101

Last week, NSBA and SBEA held a highly-attended Issue Briefing Teleconference on exporting during which seasoned exporters shared their biggest challenges and recommendations for small businesses thinking about starting or expanding their own exporting operations. [\(more\)](#)

SBIC Program Hits Record Lending

NSBA Members
SAVE 30%
on Norton Products.

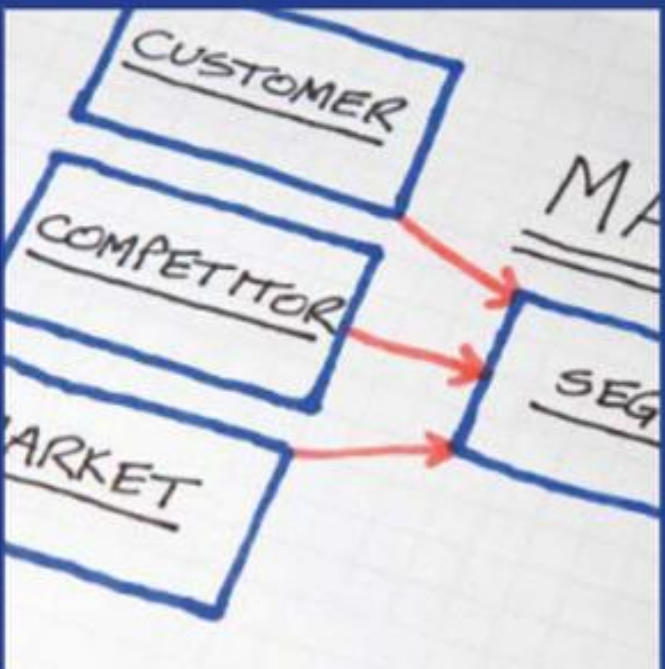
Take advantage of your membership and protect your business today.

[Learn more >](#)





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