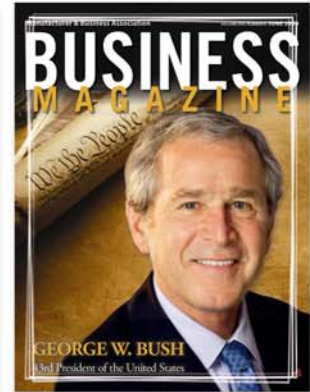
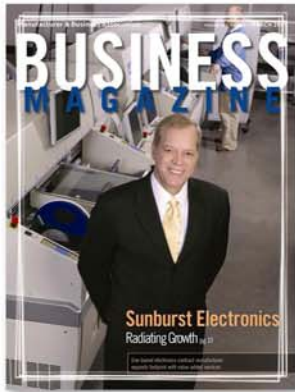


Manufacturer & Business Association

BUSINESS MAGAZINE

Read By **15,000**
Decision-Makers
Every Month



Blue Ocean Strategy Center

The region's PREMIER business-to-business magazine ▶▶▶



TABLE OF CONTENTS

	Page
Overview	1
Rave Reviews	2
Readership Survey Results.....	3
2010 Editorial Calendar	5
Magazine Distribution Area	6
Demographics & Statistics	7
Advertising Rates.....	8
Ad Specifications	9
Company Profiles.....	10
Article Package Options.....	11
Ad Package Options	12
Annual Report Advertorial.....	13
Publisher’s Statement.....	14
<i>Business Magazine</i> Subscription Form.....	15

THE *BUSINESS MAGAZINE* – YOUR KEY TO REACHING DECISION MAKERS

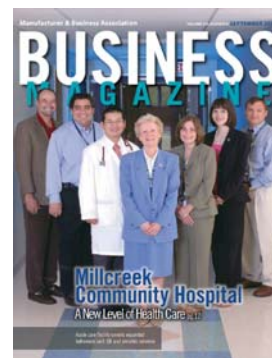
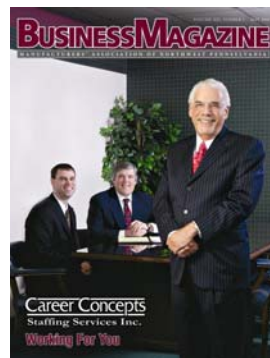
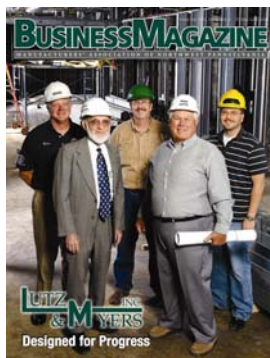
Capture the attention of the *Business Magazine's* loyal readers by placing your message in our publication. It is a must-read that focuses on all issues relevant to CEOs, business owners and executives of all types of companies. The *Business Magazine* delivers high-quality content that targets affluent readers on topics that directly impact their businesses. From legal, financial, health and legislative issues, to technology, human resources and safety. This monthly publication offers readers a print version as well as a complete digital version available online that can be read anywhere in the world.

TOP 10 REASONS TO ADVERTISE IN THE *BUSINESS MAGAZINE*

1. Magazines create familiar, enduring relationships with their readers. Most notably, readers are more inclined to read and trust the ads that appear in their favorite publications.
2. Connects advertiser to target audience/market. In fact, most advertisers can reach 86% of their target market in just one b2b magazine.
3. Ads enhance magazines and are a valued part of the experience.
4. People read and give undivided attention to a magazine (unlike when they are watching TV or on the Internet).
5. Advertising can build image, awareness and preference.
6. Help you educate the market and eliminate misperceptions about your company.
7. Unlike direct mail, which can be "unsolicited", people want to read magazines.
8. Magazine advertising can support and enhance just about any marketing program.
9. Generates new leads and reaches hidden decision makers.

10. BOTTOM LINE: OUR READERS BUY WHAT YOU SELL!

RAVE REVIEWS!



"This is an outstanding publication. It is one of few that I truly enjoy and look forward to receiving. I even take it home so I can spend quiet time reading it."

- Butler, Pa.

"We receive many magazines and as a small business-woman, I could not have my staff read them all. Your magazine is one we do read to keep ahead of current trends, laws, etc."

- Mercer, Pa.

"Great publication! I enjoy reading the company stories, and the employee relations and legislation sections are very informative."

- Erie, Pa.

"Thank you for putting together a magazine that helps our business stay on top of pertinent issues."

- Townville, Pa.

Advertising in the *Business Magazine* Works!

"We have advertised in the *Business Magazine* for many years, typically running a half-page ad each month. In 2009, we decided to go one step further and purchase article space. These articles allow us to share our expertise in the communications field, thus educating the reader while still promoting our business. After our first article was published, we received a call from a perspective customer looking for the exact application we had written about and requesting a quote. They referenced our article in their initial call. Like all businesses, there have been times when we needed to cut back on certain expenses, including advertising. However we feel the investment we make advertising in the *Business Magazine* is worth it."



— Karen Lytle
Electronic Communication Services

"We are already realizing the benefit of advertising in the *Business Magazine*. We picked up a good size client who saw our ad in the magazine, and I think you hit the nail on the head when you tell potential advertisers that being seen in the *Business Magazine* lends almost instant legitimacy/credibility to a company."

— Beth Burnside
CMIT Solutions



READERSHIP SURVEY RESULTS

READERSHIP	CEO/Owner	72%
	Executive Management	28%
AGE	0-40	18%
	41-50	36%
	51-60	30%
	61(+)	16%
COMPANY SIZE	0-25	54%
	26-50	18%
	51-100	14%
	100(+)	14%
SERVE ON A BOARD	Yes	53%
READ THE ADS	YES	81%
DECISION-MAKER FOR BUYING	Insurance	84%
	Banking/Financial Services	83%
	Health Care Services	82%
	Legal Services	71%
	Employee Training/Education	70%
	Marketing/Advertising	70%
	Computer/Technology	68%
	Real Estate/Building/Renovation	65%
	Retirement Planning	65%
	Equipment/Machinery	64%
	Printing/Mailing	61%
	Telecommunications	58%
	Company Car/Transportation	56%
Travel/Hotel	55%	
Banquet/Functions	53%	

READERSHIP SURVEY RESULTS

(Continued)

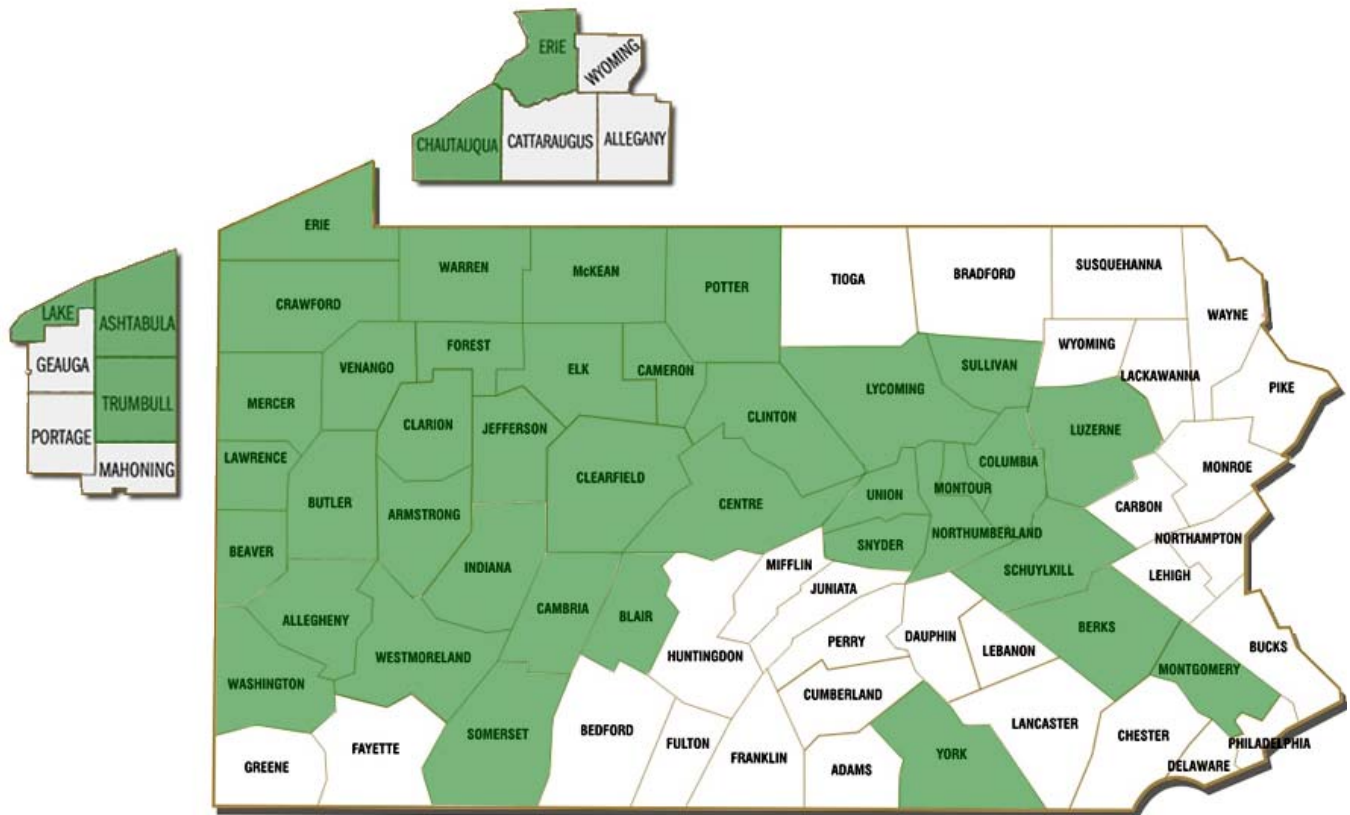
MOST-OFTEN-READ EDITORIAL	Feature Story	77%
	HR/Legal Q & A	66%
	Legal Brief	53%
	Business Buzz	52%
	Financial Advisor	52%
	Health Matters	47%
TIME SPENT READING MAGAZINE	11-30 Minutes	63%
	0-10 Minutes	24%
	30 Minutes or More	13%
INFORMATIONAL VALUE	Valuable – Very Valuable	97%
MAGAZINE SAVED	Yes	43%
ARTICLE SAVED	Yes	61%
MAGAZINE PASSED TO	1-2 People	62%
	3 or More People	27%

2010 EDITORIAL CALENDAR

EDITORIAL FOCUS & SPECIAL SECTIONS/TOPICS

Month	Focus and Topics	Ad Space Deadline	Ad Material Deadline
JANUARY	Non-Profit Community assets, social services, behavioral health <i>Company Anniversary Insert</i>	12/01/09	12/10/09
FEBRUARY	Banking & Finance Money management, investments, estate planning, payroll	1/04/10	1/11/10
MARCH	Manufacturing/Technology/Development Most admired CEOs, software, consulting, Web developers, social media	2/01/10	2/10/10
APRIL	Meetings/Recreation/Travel Best places to conduct business outside of the office, venues, events, retreats, transportation <i>Golf Insert</i>	3/01/10	3/10/10
MAY	Green Technology Manufacturing, alternative energy, recycling, sustainable business trends	4/01/10	4/12/10
JUNE	Annual Report (largest issue of the year) Business profiles, Advertorials, Who's who (business leaders from key industries: lawyers, engineers, insurance, banking, education, non-profit, etc.)	4/21/10	4/30/10
JULY	Education Advanced degrees, career schools, recruitment, continuing/adult education	6/01/10	6/10/10
AUGUST	Health/Wellness/Insurance Alternative medicine, home-health care, assisted living <i>Health Insert</i>	7/01/10	7/12/10
SEPTEMBER	Business Communications/Legal Marketing, printing, consulting, legal issues	8/02/10	8/10/10
OCTOBER	Made in Pennsylvania (First Annual) Highlighting products made by companies in Pa.	9/01/10	9/10/10
NOVEMBER	Finance/Succession Planning Tax/accounting, investments, risk management <i>Holiday Insert</i>	10/01/10	10/11/10
DECEMBER	Economic Forecast Real estate/development (architectural design, commercial, residential, property management, construction, etc.)	11/01/10	11/10/10

MAGAZINE DISTRIBUTION AREA



Read by more than 15,000 business leaders throughout Pennsylvania, Ohio and New York!

ADVERTISING RATES

All ads are four-color and are included in the digital version for free!

MEMBER AD RATES		1X	3X	6X	10-12X
	Full-Page Interior	\$1,350	\$1,300	\$1,250	\$1,150
	One-Half Page	\$750	\$720	\$690	\$650
	One-Fourth Page Ad	\$500	N/A	N/A	N/A
	One-Eighth Page Ad	\$200	N/A	N/A	N/A
*	Outside Back Cover	\$1,990	\$1,920	\$1,860	\$1,745
*	Inside Front/Back Cover	\$1,860	\$1,805	\$1,745	\$1,650
*	Page Two	\$1,500	\$1,450	\$1,400	\$1,300

ANNUAL REPORT RATES FULL-PAGE ONLY		1X	3X	6X	10-12X
	Full-Page Interior	\$1,800	\$1,725	\$1,650	\$1,150
*	Two Full-Page Spread	\$3,300	\$3,000	\$2,500	\$2,300
*	Outside Back Cover	\$2,200	\$2,100	\$1,900	\$1,800
*	Inside Front/Back Cover	\$2,100	\$1,900	\$1,750	\$1,650
*	Page Two	\$1,900	\$1,850	\$1,700	\$1,600

NONMEMBER AD RATES		1X	3X	6X	10-12X
	Full-Page Interior	\$1,450	\$1,400	\$1,350	\$1,250
	One-Half Page	\$800	\$760	\$730	\$700
*	Page Two	\$1,600	\$1,550	\$1,500	\$1,400

(*) Premium Placement: Most Visible

Advertising Deadlines

1. The *Business Magazine* is published 12 times per year and is mailed to members and subscribers on the first of every month.
2. Reservations and/or cancellations for advertising space must be received by the 1st of the month preceding publication. (i.e. Jan. 1 to reserve for Feb. issue)
 - a. Print-ready advertising must be received by the 10th of the month preceding publication.

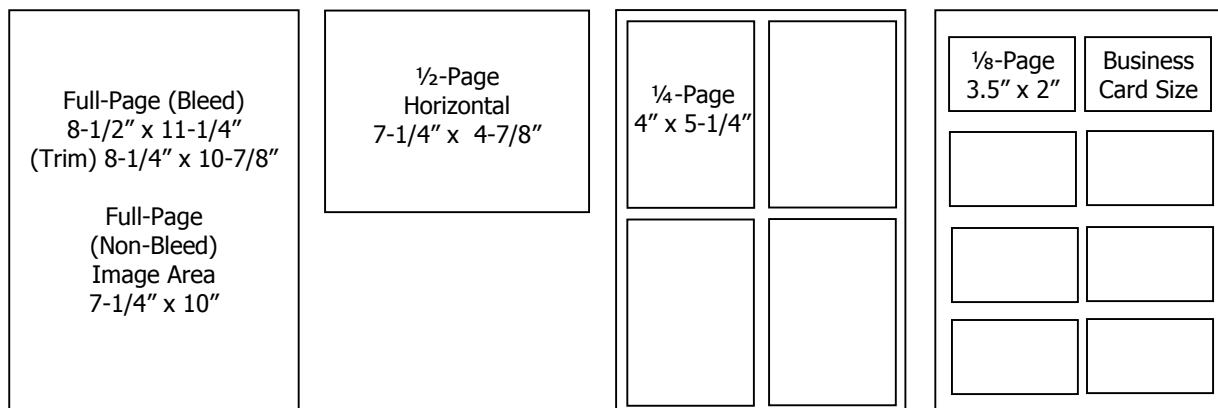
AD SPECIFICATIONS

REQUIREMENTS FOR PRINT-READY ARTWORK

The *Business Magazine* is assembled and produced on the MacIntosh platform, using Adobe InDesign. It is then printed at 2400 dpi, 250-line screen, on a Komori, six-color offset press. This is a direct-to-plate process that requires all projects to be supplied electronically. Artwork files submitted for insertion into the magazine should be in one of the following compatible formats:

- 1. Preferred** — PDFs: High-resolution with maximum image-quality settings. All fonts need to be embedded. Correct color space needs to be specified for the intent of your ad.
Adobe InDesign CS compatible files, including all fonts and linked graphics. Encapsulated Postscript: EPS files created in Adobe Illustrator, QuarkXpress, Freehand, Corel Draw or other applications capable of creating Encapsulated Postscript files.
- 2. Acceptable** — TIFF, JPEG, PhotoShop, PhotoShop EPS or Scitex CT files. These must be a minimum resolution of 300 dpi at 100 percent its printed size. Do not use RGB color space. Only CMYK or grayscale files will reproduce correctly.
- 3. Proofs** — An accurate proof indicating size, color and bleeds need to be submitted along with your electronic files to help ensure proper reproduction of your advertisement.
- 4. How to Submit** — E-mail high-res PDFs (5 MB or less) to Lori Maus Joint at ljoint@mbausa.org. You may also include all files, graphics and fonts on one of the following: CD-ROM, DVD, 100MB Zip disk, 1-2GB Jazz disk or 120MB Superdisk.

Ad Sizes (Image Area)



COMPANY PROFILES

A great way to let the business community know about your company. It allows you to go above and beyond what you can explain in a typical ad. Nothing attracts potential customers like a story informing them about your company.

Full Page Profile

Ridg-U-Rak, Inc.

Company PROFILE



Forward for safety for over 50 years

Ridg-U-Rak, Inc.
120 South Lake Street
North East, PA 16509

Phone:
814/725-8751

Fax:
814/725-5659

E-mail:
sales@ridgurak.com

Web Site:
www.ridgurak.com

Number of Employees:
350

Date Founded:
1942

Company Description:
Ridg-U-Rak has a 67-year history of integrity in supplying storage rack systems. As a designer, manufacturer and integrator of Material Handling and Distribution Systems, the company provides the latest in storage technology throughout the United States, as well as other parts of the world.

Under President and CEO, John B. Pellegrino Sr., P.E., the company has attained a prominent industry role in the many engineering advances in rack safety and design over the years. In April 2005, Ridg-U-Rak's patented Seismic Base Isolation System was awarded first place honors for "Excellence for Innovation" in the earthquake mitigation category at the National Earthquake Conference held in Seattle, Washington. Ridg-U-Rak received the award for developing a product that would reduce the risk of product loss, damage and personal injury around storage rack installations during seismic events.

With more than 350 employees and 200,000 square feet of manufacturing space, the company utilizes automated, computer-controlled production lines and is capable of producing over 2 million pounds of rack-storage systems per week. Painting and finishing lines comply with environmental guidelines, and throughout the manufacturing process, strict quality policies are followed to ensure a reliable finished product.

Ridg-U-Rak has long been engaged in reducing its environmental impact. From recycling programs to major transformations in manufacturing processes, the corporate philosophy is to do what is necessary to meet 21st century sustainability expectations.

Markets Served:
A company of many products and capabilities, Ridg-U-Rak provides a complete line of Selective Racks, Drive-In Racks, Push-Back Racks, Cartliner Systems, Shelving, Pallet Racks and many specialty products. A nationwide network of more than 125 professional material-handling distributors is complemented by the company's regional sales managers, who work with customers and distributors to bring the factory to the field. In addition, Ridg-U-Rak provides field engineering and installation services with factory supervision.

Certifications/Awards:

- **Rack Manufacturers Institute "R-Mark" Certification.** Awarded to manufacturers who are committed to the principles of continuous improvement in product design and application, and are guided by RMMA/ANSI Standards.
- **2005 Norman L. Cabners Award.** Presented by Material Handling Education Foundation, Inc., Ridg-U-Rak was recognized for ongoing dedication to its scholarship program since 1999, and as an outstanding example of commitment and return to the industry.
- **2005 Excellence for Innovation Award.** The National Earthquake Conference, chaired by our earthquake and emergency consortia groups, presented Ridg-U-Rak the award for developing a product that would reduce the risk of product loss, damage and personal injury around storage rack installations during seismic events.





\$1,350

Submit:

- High-res logo, 300 dpi or higher
- 2 – 3 photos (high-res, 300 dpi or higher)
- Contact information
- Up to 500 words of copy

Half-Page Profile

Teaching Touches, Inc.

Company PROFILE



Teaching Touches, Inc.
1945 West 20th St.
Erie, PA 16509

Phone:
814/871-6676

Fax:
814/871-6678

E-mail:
teachingtouches@aol.com

Web Site:
www.teachingtouchescatalog.com

Founded:
September 1993

President:
Bonnie M. Iola

Vice President:
Linda L. Sanner

Number of Employees:
5

Company Description:
Teaching Touches, Inc. is a woman-owned and locally owned and operated educational resource store. Our mission is to provide teachers, parents, children, grandparents, homeschoolers, schools and institutions with high quality and affordable learning resources and educational products to make learning fun and help create love of learning in children of all ages. Whether used at home or in school, our products promote learning environments that foster knowledge and enhance the educational experience for all children.

We have a full-line catalog that offers thousands of products from more than 300 suppliers. In addition, our catalog is online to allow our customers the convenience of shopping from home or school. Classroom furniture and equipment, reading and math manipulatives,

resource and workbooks in all subject areas, games, puzzles, science kits and equipment are just some of the products we offer. We accept purchase orders and laminating services also are available.

Teaching Touches, Inc. has been a member of the National School Supply and Equipment Association since 1993.



\$750

Submit:

- High-res logo, 300 dpi or higher
- 1 – 2 photos (high-res, 300 dpi or higher)
- Contact information
- Up to 250 words of copy

ARTICLE PACKAGE OPTIONS

A marketing technique that gets you the best exposure.

Increase your visibility to **15,000** business executives in Pennsylvania, Ohio and New York and market yourself as an expert in your field. Choose from the list below a package that best meets your needs. Your written article gives you added marketing power. **It's advertising that gets you results.**

PACKAGE 1 (EXCLUSIVE RIGHTS – no other company can write an article in your category.)

(11) articles; (1) full-page, four-color ad in the Annual Report*
\$15,000 per year, \$3,750 quarterly or \$1,250 per month

PACKAGE 2

(6) articles; (1) full-page, four-color ad in the Annual Report*
\$9,500 per year, \$2,375 per quarter or \$791.67 per month

PACKAGE 3

(4) articles; (1) full-page, four-color ad in the Annual Report*
\$7,000 per year, \$1,750 per quarter or \$583.34 per month

PACKAGE 4

(2) articles; (1) full page, four-color ad in the Annual Report*
\$4,500 per year, \$1,125 per quarter or \$375 per month

SINGLE ARTICLE

(1) article; \$1,600 per article

Requirements: Topics and brief summaries must be submitted for pre-approval • 600 Words • Experts who write articles may not "sell" a product, service and/or company • Articles are to be fact-based only • No other company may write an article within the same issue under the same department heading • Once articles are submitted and approved both by the magazine's editorial staff and then by you, your name, picture, professional profile and article will be published.

***Please Note:** No articles are printed in Annual Report issues. Annual Report ads must be full-page, four-color.



AD PACKAGE OPTIONS

GREAT VISIBILITY PACKAGES

Be seen by more than **15,000** potential customers every month! Now you can promote your product or service to the influential readers of the *Business Magazine* for 6 or 12 months at one low price! This is a great opportunity to reach our readers – CEOs, executives and other decision makers in the business community.

OPTION 1 (12X)

(11) 1/8 page business card size ads; (1) full-page ad in the Annual Report*
\$3,350 per year – that's less than \$280 a month!

OPTION 2 (6X)

(5) 1/8 page business card size ads; (1) full-page ad in the Annual Report*
\$2,650 per year or \$221 per month

OPTION 3 (6X)

(5) 1/4 page ads; (1) full-page ad in the Annual Report*
\$4,150 per year – that's less than \$350 a month!

Great consistent exposure to the people that buy what you sell at great low prices. Plus – all ads are included in our digital version and they link directly to your Web site free of charge!

*Our largest issue of the year.
See page 9 for ad sizes and specifications.

Annual Report *Advertorial*

The *Business Magazine's* Annual Report remains our **BIGGEST** issue of the year! Advertorials offer greater impact by providing a comprehensive view of your organization's capabilities, services, products, expertise, staff and resources. **Advertorial packages include four pages, printed in four-color.**

- Distribution: **10,000** (+) printed
- Circulation: 30,000 (+) readers
- Reader Profile: 72% CEO/president/owner, 28% executive management
- Demographics: 27 counties of central and northwest Pennsylvania, western New York, eastern Ohio

ALL-INCLUSIVE ADVERTORIAL PACKAGE: \$6,500

- **EXCLUSIVE:** To increase your Advertorial impact, only **ONE TYPE** of company/organization (CPA firm, bank, etc.) will be printed in the Annual Report.
- **Table of Contents:** Advertorials will be listed in the table of contents page under "*Company Highlights.*"
- **Photography:** Includes on site location, setup and up to three different photographs.
- **Interview & Company Story:** Advertorials will be written by one of the *Business Magazine's* writers. Interviews will be conducted by phone or in person.
- **Graphic Design:** Advertorials will be designed by the *Business Magazine* staff and include usage of additional graphics, effects and fonts.
- **Hall of Fame:** Advertorials will be custom-matted in a 20" x 26" frame and placed in the main corridor at the Association's Conference Center where more than 22,000 people attended programs in 2009 (**\$300 value**).
- **It's All Yours!** Advertorial files will be given to advertisers after publication of the Annual Report for use in other advertising mediums. *Digital files will be on a Mac-based platform using InDesign 2.0 Publishing Software, Photoshop tiffs and Illustrator eps – all of which are industry standard.*

PUBLISHER'S STATEMENT

1. The Publisher of the *Business Magazine* shall have the right to reject copy or artwork contrary to the publication's editorial policies. The Publisher shall accept and publish advertisements upon the firm understanding that the party placing all material is duly authorized to represent and place all such material; further, upon acceptance and publication of such material, the Advertiser, Agency or Advertiser's representative agrees to indemnify and save the Publisher harm from and against any loss or claims or expense resulting from the graphic content and/or subject matter of such advertisements.
2. All copy submitted to the *Business Magazine* by the Advertiser, Agency or Advertiser's representative must allow for high-quality-print reproduction. Material which does not permit high-quality reproduction will necessarily be rejected by the Publisher.
3. Publisher is not liable for errors in advertising copy submitted for publication in the *Business Magazine* by the Advertiser, Agency or Advertiser's representative. Further, the Publisher is not liable for errors in an advertisement subsequent to proofing and approval for printing by the Advertiser, Agency or Advertiser's representative.
4. Publisher must be notified in writing within 15 days from date of invoice of any error made by the *Business Magazine* relative to advertisements placed by the Advertiser, Agency or Advertiser's representative.

Contact Information:

Lori Maus Joint, Account Executive
ljoint@mbausa.org

Karen Torres, Senior Writer, Managing Editor
ktorres@mbausa.org

BUSINESS MAGAZINE



As the only monthly business-to-business publication in the tri-state region, the *Business Magazine* serves as a critical information tool for employers located throughout northwest Pennsylvania, Ohio and New York. Each month, the *Business Magazine* highlights an in-depth member company story. Our publication also includes health, legal, financial and technical articles written by industry experts, as well as separate editorial departments, which report the latest information on employee relations, legislation and regulations, health and safety issues and local company announcements.

SUBSCRIPTION FORM

Please check one:

- Member: \$24 per subscription
- Nonmember: \$35 per subscription
- Digital Edition: E-mailed once per month: FREE!

Subscriber's Name: _____ E-mail: _____

Company: _____ Phone: _____

Address: _____ City, State, Zip: _____

Payment Method: Check Enclosed Invoice  

Card #: _____ Expiration Date: _____

Cardholder Name: _____ Signature: _____

Mail or fax to:



THE BUSINESS MAGAZINE GOES DIGITAL!



www.mbausa.org



Whether you're in route to Tokyo or relaxing at home, you can read the latest issue of the *Business Magazine* online, anyplace, anytime!

- ➔ Active Table of Contents
- ➔ Quick Search Capabilities
- ➔ Downloadable Articles and Photographs
- ➔ Advertiser Logo Links

Visit www.mbausa.org, click on the *Business Magazine* link and get the information you need from the region's leading business-to-business magazine today!

