The Marketers Gazette

For Small Businesses and Independent Professionals

Advertising Information and Rate Card

The Marketers Gazette is an affordable advertising choice for the business-to-business community. Our publication allows you to reach businesses like no other publication can. Distributed throughout the business community in Austin Texas and mailed nationally to our mailing list, *The Marketers Gazette* is targeted to the people who are in direct control of the day-to-day operations and/or marketing of their business.

Business owners and professionals appreciate *The Marketers Gazette*, as they discover the resources and information that speak directly to them and the things that they care about.

Our publication is different than leisure publications. Readers of *The Marketers Gazette* are open to learning about new business ideas, making certain types of advertising more effective than when presented in other media. We reach a specific group of people - small businesses, home-based businesses, entrepreneurs and independent professionals (such as real estate and direct sales professionals)

We print-on-demand to keep our prices, overhead and printing costs low. We [1]distribute personally at networking events, in small businesses/offices citywide and by mail to our internal mailing list of business owners and professionals. We intend to increase our circulation every quarter throughout 2008.

Advertising Rates

Size	Dimensions/ Words	Frequency			
		1x	2x	3x	4x
*Business Card	1.94 h x 3.32 w	$95	$90	$80	$70
*½ Business Card	1.94 h x 1.56 w	$55	$40	$35	$30
Article	250-500 words	.50c	.42c	.38c	.32c
Business Directory Listing	25 words	$35	$31	$28	$25

*Add $20 to frequency rate for front page top.

As an advertiser, you'll also receive the benefit of being listed on our website, included on the downloadable edition on the website and periodically included in our email announcements & newsletters.

Guidelines

If you offer a product or service that is geared for consumers, we ask that the content of your ad or article focus on the benefits as it relates to the businessperson.

We reserve the right to refuse or edit any ad or material that we deem inappropriate or for any reason.

We reserve the right to insert images and captions into submitted articles for visual appeal.

If your article is determined to be a sales letter, we reserve the right to place the word "Advertisement" at the top.

We make no guarantee of placement, unless front page top was reserved.

All frequencies are paid in advance. Your rate will be guaranteed throughout your paid term.

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Who REALLY Sets Demand?
The Butcher...the Baker...the Candlestick Maker
A Day of Don'ts...

Send your ad in .jpg format to ads@marketersgazette.com (300 DPI preferred). Design rates are $60 per hour ($30 minimum).

Advertisements are accepted and published entirely on the consideration that the advertiser will indemnify and save the publisher from and against any claim or suits based on the contents or subject matter of the advertisement.

The Marketers Gazette is published seasonally (4 times a year). Deadlines for each edition will be announced on the website and by email. To subscribe to the announcements and be notified of deadlines and important news, send an email to ads@marketersgazette.com

1 As of December 2007, approximately 2,000 copies of the Winter edition are being distributed.
We do not "mass" distribute randomly to consumers (ie. Wal-Mart), rather, we target our distribution towards the business professional.