



Media Kit

2016

The Mission of SBN

The mission of the [Sustainable Business Network](#) is to build a just, green, and thriving economy in the Greater Philadelphia region. We accomplish this by educating and growing a broad base of local, independent businesses and educating policymakers and the public.

As 400+ locally-owned businesses, we connect, promote, and advance entrepreneurs who are measuring their success on a triple bottom line of people, planet, and profit. We are a diverse group including retailers, manufacturers, service providers and much more. We are joined by a common perspective, similar challenges, and the dedication to working sustainably for the planet, creating jobs in the community and valuing customers and employees, alike. SBN's active and diverse community makes it a fertile place to make connections with entrepreneurs who share your values.

Now is your chance to enhance your business' level of exposure with local consumers.

Advertise with SBN today!



Dimensions and Rates

Directory Mobile Ad: 320W x 250H (pixels)

- 30 Day appearance in the directory: \$75
- 60 Day appearance in the directory: \$125
- 90 Day appearance in the directory: \$160

**All images must be submitted in either JPEG or PNG format.*

Directory Sidebar Ad: 300W x 600H (pixels)

- 30 Day appearance in the directory: \$75
- 60 Day appearance in the directory: \$125
- 90 Day appearance in the directory: \$160

Directory Footer Ad: 880W x 113H (pixels)

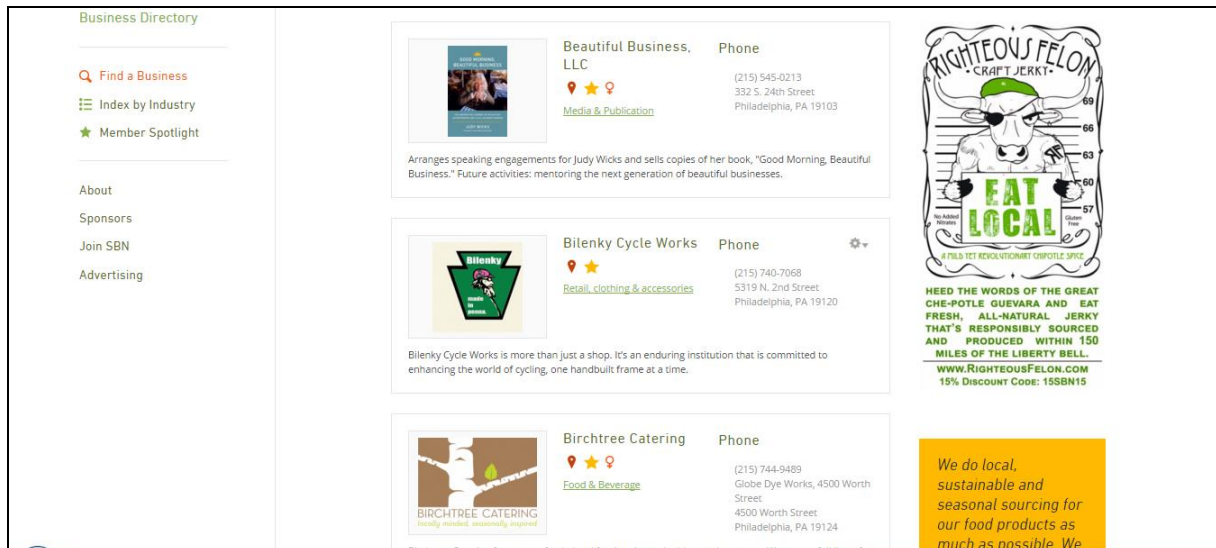
- 30 Day appearance in the directory: \$50
- 60 Day appearance in the directory: \$100
- 90 Day appearance in the directory: \$160

Monthly and Weekly Newsletter Ad: 240W x 473H (pixels)

- Appearance in one SBN Members-Only Newsletter: \$60
- Appearance in one SBN Weekly Round-up: \$50

The Sustainable Business Directory

[The Sustainable Business Directory](#) is *the* go-to resource for finding businesses and organizations committed to building a just, green, and thriving economy in the Greater Philadelphia region. Join an ever-expanding community driven by the notion that business can be a force for good, and advertise today!



The screenshot displays the Sustainable Business Directory interface. On the left is a navigation menu with options: 'Find a Business', 'Index by Industry', 'Member Spotlight', 'About', 'Sponsors', 'Join SBN', and 'Advertising'. The main content area features three business listings:

- Beautiful Business, LLC**: (215) 545-0213, 332 S. 24th Street, Philadelphia, PA 19103. Description: 'Arranges speaking engagements for Judy Wicks and sells copies of her book, "Good Morning, Beautiful Business." Future activities: mentoring the next generation of beautiful businesses.'
- Bilenky Cycle Works**: (215) 740-7068, 5319 N. 2nd Street, Philadelphia, PA 19120. Description: 'Bilenky Cycle Works is more than just a shop. It's an enduring institution that is committed to enhancing the world of cycling, one handbuilt frame at a time.'
- Birchtree Catering**: (215) 744-9489, 4500 Worth Street, Philadelphia, PA 19124. Description: 'Birchtree Catering focuses on fresh, local food and sustainable creative events. We carry a full line of...'


On the right side of the directory, there is an advertisement for **Righteous Felon Craft Jerky**. The ad features a cartoon character and the text: 'HEED THE WORDS OF THE GREAT CHE-POTLE GUEVARA AND EAT FRESH, ALL-NATURAL JERKY THAT'S RESPONSIBLY SOURCED AND PRODUCED WITHIN 150 MILES OF THE LIBERTY BELL. WWW.RIGHTEOUSFELON.COM 15% Discount Code: 15SBN15'. Below the ad is a yellow box with the text: 'We do local, sustainable and seasonal sourcing for our food products as much as possible. We'.

**Righteous Felon Craft Jerky's advertisement in the Sustainable Business Directory. The image hyperlinks to their online store.*

The Members-only Newsletter

SBN's monthly newsletter features upcoming events, the latest in sustainable business and living, and exclusive content geared toward members. The newsletter is sent out on the second Wednesday of every month and reaches an audience of around 700 readers.

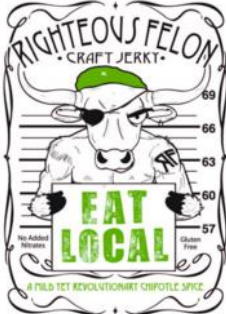
[Learn More](#)



Limited Time Offer from Righteous Felon Jerky Cartel!

Our recipes are unique and bold. We use only the highest quality ingredients and pasture-raised beef from a single source that is dry-aged for 21 days prior to jerkification to ensure complete absorption of our delicious marinade deep into the beef.

Use discount code: 15SBN15 to receive 15% off your order today!



HEED THE WORDS OF THE GREAT CHE-POTLE GUEVARA AND EAT FRESH, ALL-NATURAL JERKY THAT'S RESPONSIBLY SOURCED AND PRODUCED WITHIN 150 MILES OF THE LIBERTY BELL.
www.RighteousFelon.com
 15% Discount Code: 15SBN15

[MEMBER NEWS & EVENTS](#)

**Righteous Felon Craft Jerky's advertisement in the SBN Members-Only newsletter. The image was accompanied by a brief section of text (60 words) and a discount code. The "Learn More" button links to their website's store.*



Members-only Newsletter Submission Dates

<u>Month</u>	<u>Due Date</u>	<u>Publication Date</u>
March	2/24/16	3/9/16
April	3/30/16	4/13/16
May	4/27/16	5/11/16
June	5/25/16	6/8/16
July	6/29/16	7/13/16
August	7/27/16	8/10/16
September	8/24/16	9/14/16
October	9/28/16	10/12/16
November	10/26/16	11/9/16
December	11/30/16	12/14/16



The Weekly Round-up

SBN's Weekly Round-up is a collection of upcoming events, a brief section designated for sustainable business news, and member updates. The Weekly Round-up is sent every Friday to a much larger, general audience of about 4,000 readers.

**Weekly Round-up submissions are due the Monday of the desired week you wish you advertise. Ad space is limited and taken on a first come-first serve basis.*

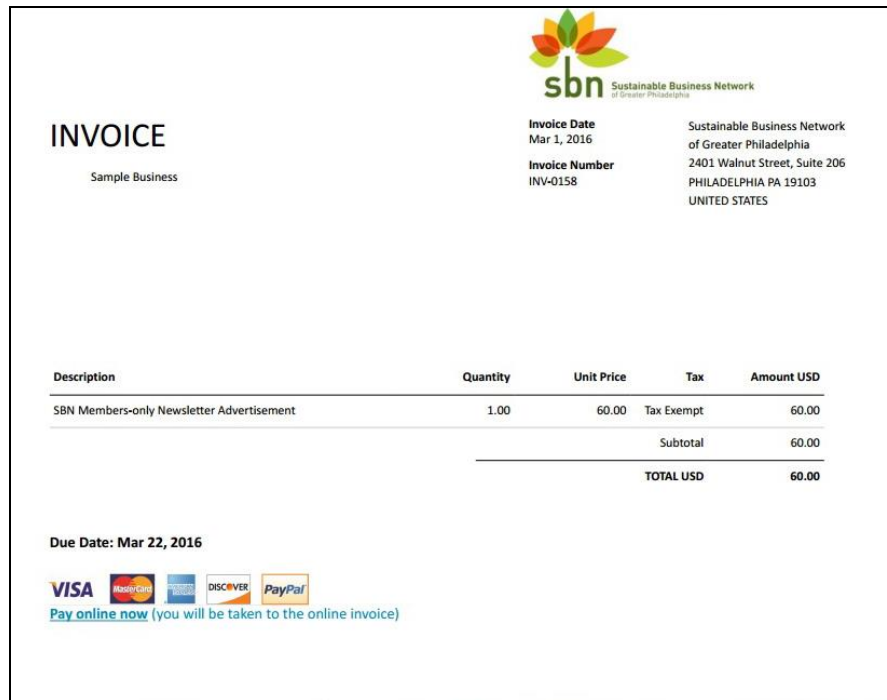


How to Purchase Ad Space

Please contact Mike Daly, Membership Associate at mike@sbnphiladelphia.org, to purchase an ad. Please include the following:

- The location of ad space you wish to purchase.
- The type of ad you wish to purchase.
- The duration you wish to run your ad.
- A working hyperlink (if desired) to accompany your image.

Once your submission has been reviewed, you will receive a digital invoice. Upon payment of invoice you will receive a confirmation email outlining the details of your advertisement's placement.



**Example of an invoice you will receive.*