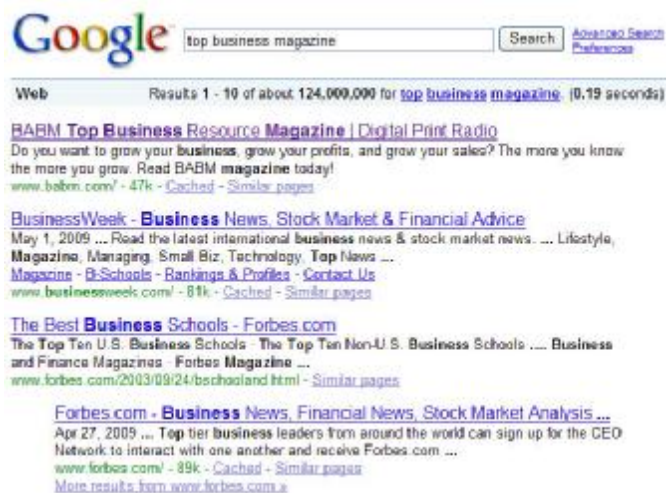


Who is BABM?

Bay Area Business Magazine (BABM) – the #1 Tampa Bay business resource in print and online

- ➔ Multi media business resource for business owners and leaders
 - § Print (Publishing since 2007)
 - § Email blast
 - § Internet
 - § Radio (Business feature M-F during syndicated Dave Ramsey Show)



- ➔ Demographics
 - § Female 51% Male 49%
 - § 57% have an annual income of between \$100k and \$500k
 - § 66% have a college bachelor degree or higher
 - § 92% are between the ages of 35 and 64

- ➔ Print Distribution – 15,000 bi-monthly
 - § Direct mail subscriptions to approximately 8,200
 - § Drop distribution of approximately 6,800



- 108 Regions Bank branches
- Tampa Bay Chambers
- Raymond James Headquarters
- Executive airports
- Executive business centers
- High end auto dealers
- Medical facilities
- Other marketing partners



- ➔ Print Readership – 75,000

What People Are Saying...

Collaborating with Bevv and the team at Bay Area Business Magazine is a dream. They are inventive, business-savvy, and always professional. Bevv is so positive-minded and focused on win-win relationships. And by connecting with BABM, you win first!

Doug Van Dyke, author of Leadership Simplified

Bay Area Business Magazine has so many great guest articles that I wish the pages were perforated and printed single sided to be able to easily hand out. I find myself tearing out pages and going to the copier to make sure the people in my company that I think could benefit from reading the articles have a chance to do so. Great issue!!

Kevin Hourigan, President/CEO, Bayshore Solutions

“BABM continues to be a strong strategic marketing partner for Innisbrook Resort & Golf club. *Our efforts to reach and influence the region's top decision makers has been fueled as a result of our presence in this highly targeted and content-rich publication. It is indeed rare and refreshing to find such a quality print and on-line communication vehicle that serves our needs so well.”*

Jim Bullock, Director of National Sales, Innisbrook Resort and Golf Club

“Regions Bank has been advertising in BABM since July 2007 and has been extremely happy with the exposure and feedback we have received from customers. BABM is the perfect business magazine for our business customers and we are pleased that our ad is highly visible in a content rich business resource publication.”

Cindy McGarrigle, Vice President, Area Marketing Manager, Regions Bank

“Working with BABM has been extremely beneficial for Kingery and Crouse.

We know that we are being seen by thousands of readers in the Tampa Bay area from the feedback we have received. Our spotlight listing is at the top of the list in the online directory. With our membership to BABM, we are also now ranked in the top 10 of the BABM business-to-business Google search engine for *Tampa Bay accountants*. We highly recommend businesses register as a BABM member.”

Lori Rodriguez, Director of Marketing, Kingery & Crouse PA, Certified Public Accountants

“BABM is a fantastic resource for anybody involved or looking to get involved in the Tampa Bay business community. The profiles of local business executives are always interesting and well written, and the guest articles offer great information on a variety of useful topics. When I discovered BABM in 2008, I called Bevv and ordered a copy of every back issue.”

Lance Raab, Founder/CEO, JazzMedia, LLC

“Since I started advertising in the Bay Area Business Magazine I have seen a definite increase in traffic for my company. I recommend it to any business that is looking to increase sales and generate leads for their business.”

Scott Plumely, President, High Speed Network Services, Inc

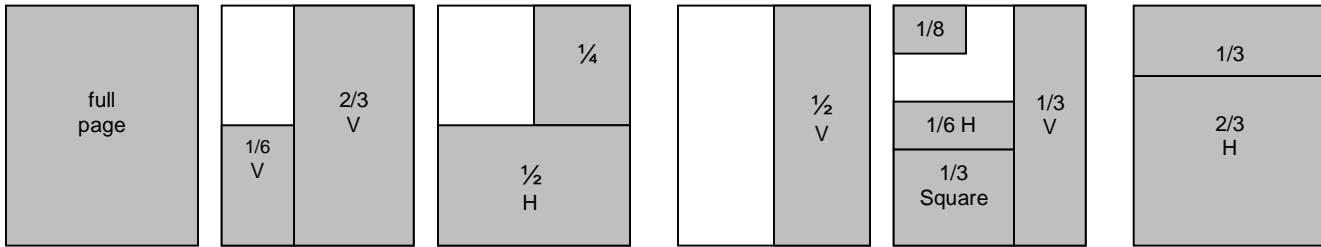
“Currently I receive in excess of 100 magazines monthly. I take my magazines very seriously with some having more value to me than others. I have enjoyed and read BABM since the magazine was introduced. I especially enjoy how it gives perspectives from folks in our community on subjects that help me and the folks at Ideal Image. It is of the highest valued magazine I read.”

R Dean Akers, CEO Ideal Image

“My work with Bay Area Business Magazine has been very rewarding and has generated a favorable response among my contacts and clients. The magazine is beautiful and the editorial team is brilliant. I highly recommend BABM; it is a great place to meet your audience.”

Brent Britton, Shareholder, GrayRobinson, P.A

2009 PRINT AD SPECIFICATIONS



Display Ad Sizes/Dimensions

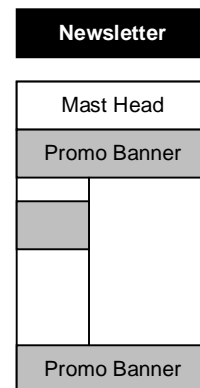
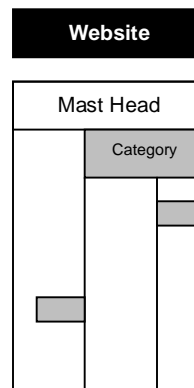
Size	Width	Height
Full Page – full bleed	8.625"	11.125"
Full Page – no bleed	7.875"	10.375"
2/3 page V	4.750	9.875"
2/3 page H	7.375"	6.375"
1/2 page V	4.750"	7.125"
1/2 page H	7.375"	4.625"
1/3 page V	2.200"	9.875"
1/3 page H	7.375"	3.125"
1/3 page Square	4.750"	4.750"
1/4 page	3.500	4.625"
1/6 page V	2.200"	4.625"
1/6 page H	4.750"	2.125"
1/8 page - Directory	3.25"	2.00"

- § All ads are full color.
- § All ads should be CMYK color.
- § Only full color and covers may bleed
- § 300 DPI resolution required for all images and logos
- § Acceptable file formats are pdf, tif, and eps.

Digital Banner Sizes/Dimensions

Size	Width	Height
Promo	579	126
Category	579	126
Tower Web	140	40
Tower News	140	80

Submit as 72 dpi JPEG

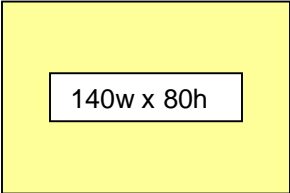


Online Banners, Sponsorships & Advertorials

Newsletter – Bi-Weekly (24/year) – over 6,800 emails:

Sponsorship Banner

Size: 140 x 80
Characters: 90
Logo with link to website



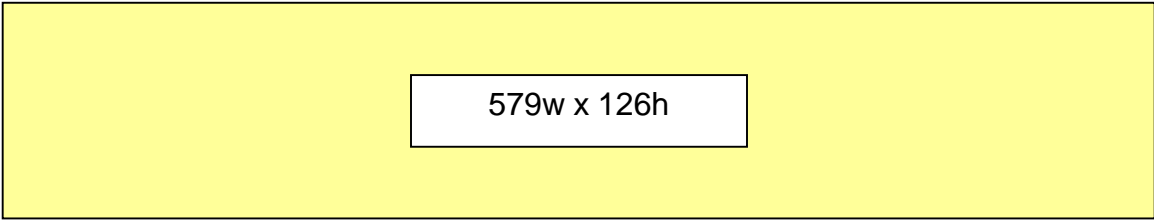
Quantity Discount:

6 insertions
12 insertions
24 insertions

Advertorials

Within the body of the newsletter
Word count: 150
Imbedded link to website

Promotional Banner for newsletter --- top under masthead or bottom

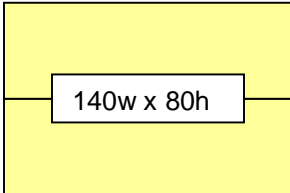
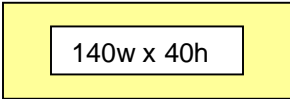


Website:

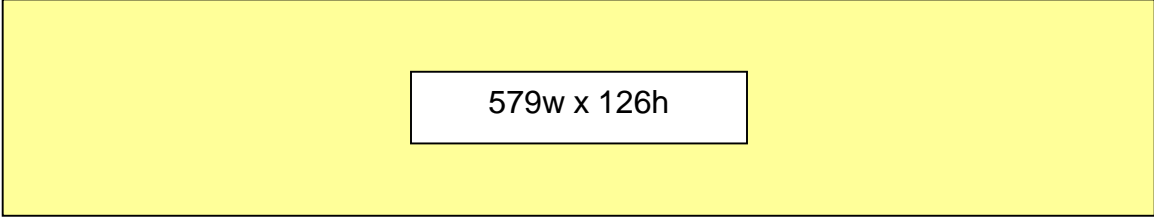
Small right or left side banner

Size: 140w x 40h

*Can purchase multiples to increase the size



Hot Spot Banner



A La Carte Digital Brochure:

A single brochure on the front page of BABM.com professionally and specifically optimized for target market (customer to fill out target market form

All banner files should be submitted as a JPEG at 72 dpi
~ All rates and dimensions are subject to change



*15,000 = 8,200 mailed, 4,800 co-op
distribution, 2,000 local distribution
75,000 Readers*

Paid Subscription Profile:

Broker Owners of Real Estate Companies
Investment Firms – owners
Physicians (MD's and DO's)
Dentists
Business Schools
Attorneys
Morticians
Business Bankers
Boat Manufacturers (CEOs)
Public Relation Firms
Business School Libraries

Construction Companies
Commercial Landscaping
Automotive Dealerships
Architects
Accountants
Financial Planners
Venture Capital Firms
Information Technology Firms

Complimentary Subscriptions Data Bases:

Leadership Pinellas (Business Owners Only)
Westshore Alliance (Business Owners Only)
PRO (Pinellas County Realtors Organization – Brokers, Title Company, Appraisal
Companies and Surveyors – Owners Only)
Medical Doctors of Pinellas County (MDs and DOs)
CABA (Carrollwood Area Business Assoc. – Business Owners Only)
Tampa Preparatory School's parent roster – CEOs, Professionals and Business
Owners
Saint Paul's School's parent roster – CEOs, Professionals and Business Owners
Chambers of Commerce – Business Owners Only:
Tampa
Dunedin
Brandon
Seminole
St. Petersburg
The 2008 Tampa Bay Business Journal Book of Lists – CEOs only
Bank of Florida CEO Forum Alumni

Dropped Bulk Distribution

Approx 3,000 issues distributed to 108 Region Bank branches for their business bankers to give to new business customers. Approx 3,000 issues go to scheduled drops including county Economic Development Organizations, Tampa, St. Pete and Clearwater Chambers, Raymond James Headquarters, executive airports, country clubs, upscale hotels and car dealerships, executive parks and several medical and law offices.