

Gold Seals Program

The Gold Seals Program allows *Smart Business* advertisers to target their specific clients and/or prospects with a complimentary copy of the magazine in a specific month. A gold seal with your company logo and wording is adhered directly to *Smart Business*, which is then mailed out to your targeted list of names.



WHAT YOU NEED TO PROVIDE:

- **COMPANY LOGO AND TEXT FOR GOLD SEAL**
The logo should be an electronic file (.jpg or .eps), 100% black, high-resolution (minimum 300 dpi). Text may be chosen from the three samples on second page of this overview. Our production department will design and provide a proof for your approval.

- **COMPLETE LIST OF NAMES AND ADDRESSES**
A prepared list that you provide of clients and/or prospects you would like to reach. The list must be in a Excel spreadsheet format. Once the magazines are printed, the gold seals will be adhered to the magazine cover and mailed directly to the people on the list.

DEADLINES:

- **GOLD SEAL LOGO AND TEXT**
Are due the 1st of the month prior to issue date (e.g., Jan. 1 for February issue, Feb. 1 for March issue, etc.)

- **GOLD SEAL LIST OF NAMES**
Are due the 5th of month prior to issue date (e.g., Jan. 5 for February issue, Feb. 5 for March issue, etc.)

(Please note: If a list of names is not provided by deadline, the magazines with the seals affixed will be shipped directly to the advertiser. This will allow the advertiser to distribute them to clients/prospects on appointments, in the office, by mail, etc.)

Questions about mailing requirements, lists, etc. should be directed to Somer Karim at (440) 250-7029 or skarim@sbnonline.com.

Email artwork, text and list to skarim@sbnonline.com

For more information about *Smart Business*, go to: www.sbnonline.com or www.smartbusinessmag.com.

SMART Insight.
Advice.
Strategy.
BUSINESS

Gold Seals Styles

STYLE A: HIGHLIGHTING YOUR AD



STYLE B: HIGHLIGHTING YOUR ARTICLE



STYLE C: HIGHLIGHTING A SPECIAL FEATURE OR SECTION



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