

STOP



BUSINESS MARKETING
OPPORTUNITIES

COUNCIL OF SMALLER ENTERPRISES

events
online
+ print

What our advertisers and sponsors say about COSE:

“Fitness Together has been advertising in the *COSE Update* for over two years. The great part about the *COSE Update* is that it gets read! Business owners...always seem to save it and go through it when they have time. The *COSE Update* is just one of those special publications that gets read page-by-page because the business owners in Cleveland want to know what’s going on in their community. We’ve picked up several personal training clients and corporate wellness accounts by being seen in the *COSE Update*. We’ll continue to advertise with COSE because it’s a much better way to reach the business community than through other vehicles like newspapers and even direct mail to businesses!”

Jonathan Slain
Owner, Fitness Together

“The Northeast Ohio Regional Sewer District’s Small Business Enterprise Program was established to help local small businesses learn how to win work with the Sewer District. To help get this message out, we need direct access to the program’s critical audience: small business owners in Northeast Ohio. Advertising in the *COSE Update* is a great way to reach business owners throughout the year, and sponsoring COSE’s Small Business Conference helps us to directly and personally connect with this audience.”

Jennifer Elting
Public Information Specialist, Northeast Ohio Regional Sewer District

“The NEOSA CIO Symposium provided BlueBridge Networks a venue to demonstrate our operational excellence and best of class data center IT Solutions and services to many of the best CIO’s in the region. Equally important was the opportunity to listen and learn more around the changing needs in the marketplace from these same high level professionals and decision makers.”

Kevin Goodman
Partner, BlueBridge Networks

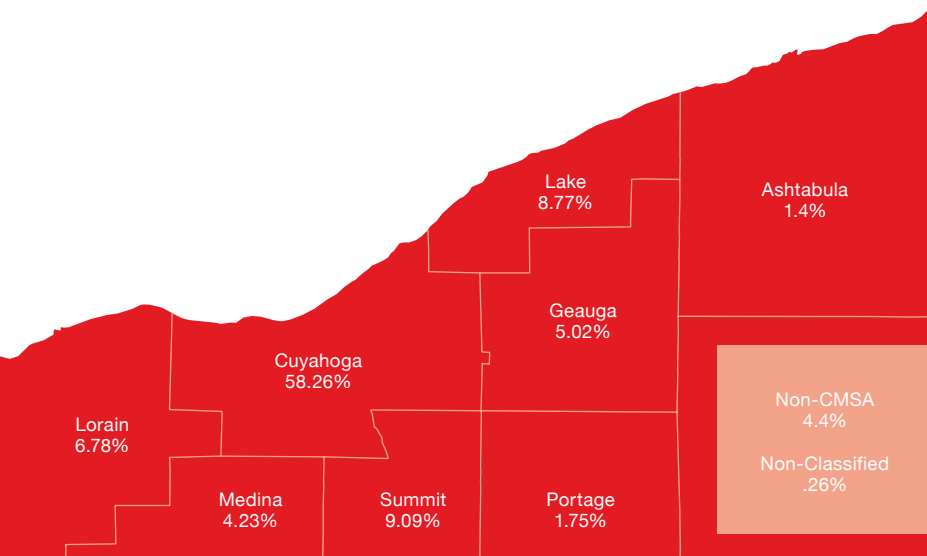
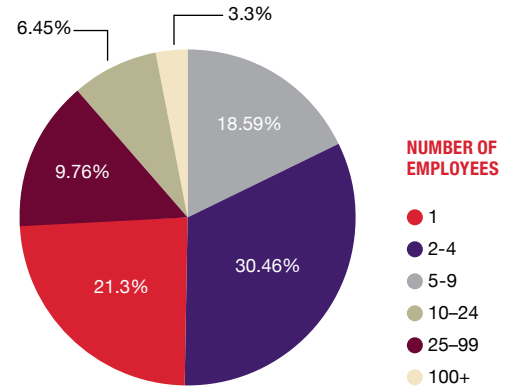


TARGETED MARKETING. RELEVANT CONTENT. MEANINGFUL EVENTS.

	January	February	March	April	May
COSE UPDATE EDITORIAL	<p>COVER:</p> <ul style="list-style-type: none"> • Access to Capital <p>FEATURE:</p> <ul style="list-style-type: none"> • Energy Efficiency • HR/Legal 	<p>COVER:</p> <ul style="list-style-type: none"> • HR/Legal <p>FEATURE:</p> <ul style="list-style-type: none"> • Technology • Access to Capitol 	<p>COVER:</p> <ul style="list-style-type: none"> • Technology/ Social Media <p>FEATURE:</p> <ul style="list-style-type: none"> • Access to Capital • HR/Legal <p>SPECIAL SECTION:</p> <ul style="list-style-type: none"> • SocialMediaLeaps.com 	<p>COVER:</p> <ul style="list-style-type: none"> • Energy Efficiency <p>FEATURE:</p> <ul style="list-style-type: none"> • Money • Technology <p>SPECIAL SECTION:</p> <ul style="list-style-type: none"> • B2B Matchmaking Event 	<p>COVER:</p> <ul style="list-style-type: none"> • Real Estate <p>FEATURE:</p> <ul style="list-style-type: none"> • Energy Efficiency • Sales/Marketing <p>SPECIAL SECTION:</p> <ul style="list-style-type: none"> • Best of Tech Week
EVENTS: EDUCATION, NETWORKING & RECOGNITION	<ul style="list-style-type: none"> • Home Business Network Roundtable • Social Media Track • Sales & Marketing Track • COSE Annual Meeting • NEOSA Networking • Human Resources and Legal Track 	<ul style="list-style-type: none"> • Home Business Network Roundtable • Social Media Track • Swap 25 • Arts Network Roundtable • NEOSA Sales & Marketing SIG • Sales & Marketing Track • COSE Networking Night • Human Resources and Legal Track 	<ul style="list-style-type: none"> • Home Business Network Roundtable • Arts Network Education Event • Social Media Track • Sales & Marketing Track • NEOSA Networking Night • Human Resources and Legal Track 	<ul style="list-style-type: none"> • Home Business Network Roundtable • NEOSA CEO Synergy • Technology Track • Swap 25 • NEOSA Sales & Marketing SIG • Sales & Marketing Track • Arts Business and Innovation Awards • Money Track 	<ul style="list-style-type: none"> • Home Business Network Roundtable • COSE Networking Night • Cleveland B2B Matchmaking Event • Technology Track • Best of Tech Tech Forum • Sales & Marketing Track • Best of Tech Awards • Money Track

15,000 Members

Count on COSE



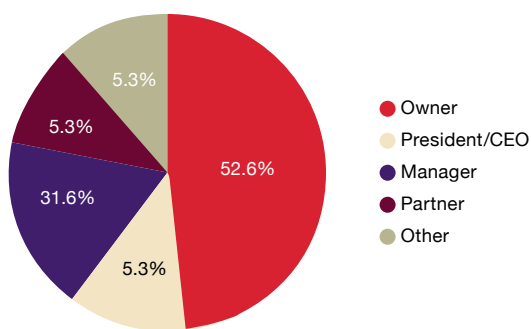
SIC CODE	% MEMBERS
Agriculture (0100-0999)	2.34%
Mining & Construction (1000-1999)	10.16%
Manufacturing (2000-3999)	13.75%
Transportation (4000-4999)	2.75%
Wholesale (5000-5199)	7.88%
Retail (5200-5999)	8.34%
FIRE (6000-6999)	8.51%
Services (7000-8999)	44.13%
Public Services (9000-9999)	1.07%

June	July	August	September	October	November	December
<p>COVER:</p> <ul style="list-style-type: none"> • Benefits <p>FEATURE:</p> <ul style="list-style-type: none"> • Sales • Energy Efficiency <p>SPECIAL SECTION:</p> <ul style="list-style-type: none"> • Benefits Solution Guide 	<p>COVER:</p> <ul style="list-style-type: none"> • Money <p>FEATURE:</p> <ul style="list-style-type: none"> • Real Estate • Sales/Marketing <p>SPECIAL SECTION:</p> <ul style="list-style-type: none"> • Safety 	<p>COVER:</p> <ul style="list-style-type: none"> • Professional Development/Sales <p>FEATURE:</p> <ul style="list-style-type: none"> • Small Business Conference Keynote • Real Estate <p>SPECIAL SECTION:</p> <ul style="list-style-type: none"> • Small Business Conference Brochure 	<p>COVER:</p> <ul style="list-style-type: none"> • Business Interruption <p>FEATURE:</p> <ul style="list-style-type: none"> • Small Business Conference Keynote • Safety <p>SPECIAL SECTION:</p> <ul style="list-style-type: none"> • Workers' Comp 	<p>COVER:</p> <ul style="list-style-type: none"> • Advocacy <p>FEATURE:</p> <ul style="list-style-type: none"> • Small Business Conference Keynote • Event Planning <p>SPECIAL SECTION:</p> <ul style="list-style-type: none"> • Research Release 	<p>COVER:</p> <ul style="list-style-type: none"> • HR/Legal <p>FEATURE:</p> <ul style="list-style-type: none"> • Sales • Taxes <p>SPECIAL SECTION:</p> <ul style="list-style-type: none"> • Event Guide • Ten Under 10 	<p>COVER:</p> <ul style="list-style-type: none"> • Access to Capital <p>FEATURE:</p> <ul style="list-style-type: none"> • HR/Legal • Sales/Marketing <p>SPECIAL SECTION:</p> <ul style="list-style-type: none"> • Weatherhead 100
<ul style="list-style-type: none"> • Home Business Network Roundtable • Technology Track • Sales & Marketing Track • NEOSA Sales & Marketing SIG • Money Track • Swap 25 	<ul style="list-style-type: none"> • Home Business Network Roundtable • COSE Golf Outing • Sales & Marketing Track • Personal & Professional Development Track • NEOSA Networking • Social Media Track 	<ul style="list-style-type: none"> • Home Business Network Roundtable • Social Media Track • Swap 25 • NEOSA Sales & Marketing SIG • Sales & Marketing Track • Personal & Professional Development • COSE Networking Night 	<ul style="list-style-type: none"> • Home Business Network Roundtable • Social Media Track • NEOSA CEO Synergy • Sales & Marketing Track • NEOSA Networking Night • Arts Network Education Event • Personal & Professional Development Track 	<ul style="list-style-type: none"> • Home Business Roundtable • Sales & Marketing Track • COSE Small Business Conference • Swap 25 • Human Resources & Legal Track 	<ul style="list-style-type: none"> • Home Business Roundtable • NEOSA Sales & Marketing SIG • Sales & Marketing Track • CIO Symposium • Human Resources & Legal Track 	<ul style="list-style-type: none"> • Sales & Marketing Track • NEOSA Networking • Weatherhead 100 Awards • Swap 25 • Human Resources & Legal Track

COSE Update

- **90%** of COSE members surveyed read the *COSE Update* each month
- **77%** of members surveyed read the *COSE Update* for 30-45 minutes each month
- **94%** of readers surveyed are owner, president, partner or manager of the company
- **90%** of *COSE Update* readers surveyed have purchasing power
- After reading the *COSE Update*, **80%** of members surveyed have purchased a product service from an advertiser or visited their website
- **65%** of COSE members surveyed use the *COSE Update* as their number one resource for small business information in Northeast Ohio.
- **55%** of COSE members surveyed share the *COSE Update* with colleagues/peers outside their office

READERSHIP: Est. 25,000



Source: COSE Member Readers Survey October, 2010

Continuously Published since 1971

AD SIZES & RATES

BLACK & WHITE

	12X	9X	6X	3X	1X
Inside Cover Front & Back	\$1,930	\$1,993	\$2,055	\$2,207	\$2,386
Outside Back Cover	\$2,050	\$2,122	\$2,195	\$2,374	\$2,564
Inside Full Page	\$1,648	\$1,700	\$1,751	\$1,860	\$1,994
Two-Thirds Page	\$1,401	\$1,461	\$1,520	\$1,617	\$1,742
Half Page	\$1,015	\$1,115	\$1,163	\$1,260	\$1,358
One-Third Page	\$790	\$836	\$882	\$973	\$1,050
One-Sixth Page	\$520	\$561	\$601	\$693	\$757
One-Ninth Page	\$271	\$303	\$336	\$417	\$449

COLOR

Add to the black and white rates:

- \$250 standard second color
- \$500 PMS color
- \$750 four color

DISCOUNT

COSE/Greater Cleveland Partnership members save 15% on the above rates.

SPECIAL ADVERTISING OPPORTUNITIES

- Vertical cover gatefold
- Inserts—tip-on, stitched or polybagged
- Online publication

ARTWORK SPECIFICATIONS

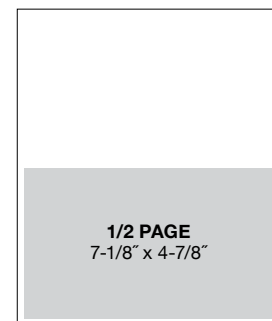
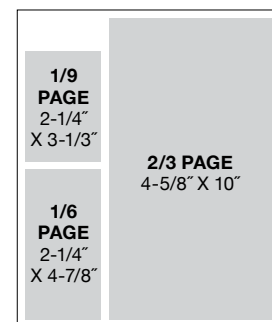
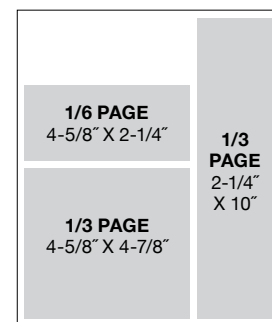
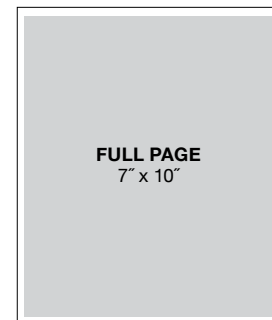
- High-resolution PDFs with all fonts embedded
- Adobe InDesign CS2 or CS3
- Adobe Illustrator CS2 or CS3
- Adobe Photoshop CS2 or CS3
- QuarkXPress 6 or 7

When artwork is submitted electronically please fax proof to 216-241-5458. For more information or questions, contact Andrea Jager at (216) 523-1212 x20 or artwork@wisegroup.com.

Mail material to Wise Group, Attn: Andrea Jager, 812 Huron Rd., Suite 201, Cleveland, OH 44115

FOR ADVERTISING INFORMATION:

Contact Sarah Shoaff at (216) 592-2364 or sshoaff@cose.org.



Bleed Specifications:

One page size
8-3/8" x 11-1/8"
Trimmed to
8-1/8" x 10-7/8"

cose.org

The newly redesigned cose.org offers impressive opportunities to connect with readers interested in Northeast Ohio small business. Targeted advertising also is available through our other member resource sites (cosemindspring.com, socialmedialeaps.com and ibuyneo.com).



COSE MINDSPRING



SOCIAL MEDIA LEAPS



I BUY NEO



WEB STATISTICS AND RATES

COSE.org

Average Visits: 12,023/month
\$500/month

COSE MindSpring

Average Visits: 233/month
\$85/month

Social Media Leaps

Average Visits: 495/month
\$125/month

I Buy NEO

Average Visits: 1,143/month
\$150/month

eNewsletter

\$250/month or \$125/individual send

Deployed twice a month, the COSE eNewsletter reaches more than 7,700 subscribers. Monthly niche eNewsletters also are distributed for NEOSA (3,600+), COSE Arts Network (640+) and COSE Home Business Network (2,100+).



ADVERTISING

- #1 - cose.org homepage
- #2 - COSE MindSpring homepage
- #3 - Social Media Leaps homepage
- #4 - I Buy NEO homepage

AD #1
298px X 115px

AD #2
296px X 196px

AD #3
728px X 90px

AD #3
160px X 600px

AD #4
325px X 96px

IN 2010, OVER **7,300** PEOPLE ATTENDED ONE OF THE MORE THAN **150 COSE EVENTS**

Signature

COSE Signature Events highlight some of the best events we have to offer.

COSE NETWORKING NIGHTS

DATE: Feb, May, Aug
AVG. ATTENDANCE: 100-150 companies
PRICE RANGE: \$1,500-2,500
Quarterly events providing opportunity for members and prospects to connect and learn the value of working together.

SWAP 25 / POWER NETWORKING

DATE: Feb, April, June, Aug, Oct, Dec
AVG. ATTENDANCE: 25
PRICE RANGE: \$500-1,500
One of the most popular structured networking events for COSE members only.

NEW - CLEVELAND B2B MATCHMAKER EVENT

DATE: May
AVG. ATTENDANCE: 50 buyers, 300 suppliers
PRICE RANGE: \$2,500-10,000
The sixth annual Cleveland Matchmaker Event is a unique small business contracting event and presents a great opportunity for small businesses to gain access to buyers that represent millions of dollars in purchasing. The goal is to create future contract opportunities for small businesses through one-on-one sessions between buyers and sellers. Attendees will also have the opportunity to partake in education workshops, network with peers and learn how they can grow their small businesses.

EDUCATION SERIES

DATE: Weekly
PRICE RANGE: \$500-10,000
COSE 2011 education workshops take business owners from point A to point B on a range of topics important to small business owners. Rather than creating one-size-fits-all education, COSE creates opportunities for small businesses to take part in education at their desired level. Tracks include: Sales & Marketing, Technology, HR and Legal, Personal and Professional Development, Social Media and Money.

COSE GOLF OUTING

DATE: July
AVG. ATTENDANCE: 125-150
PRICE RANGE: \$2,500-10,000
First-class event attracting COSE and Greater Cleveland Partnership members to network over 18 holes, dinner and prizes.

6TH ANNUAL COSE SMALL BUSINESS CONFERENCE

DATE: October
AVG. ATTENDANCE: 1,700
PRICE RANGE: \$5,000-50,000
Two-day event at the I-X Center featuring three keynote speakers, 90+ workshops, networking and a business-to-business tradeshow for small business owners.
cose-smallbusinessconference.com

7TH ANNUAL TEN UNDER 10 AWARDS

DATE: October
AVG. ATTENDANCE: 800
PRICE RANGE: \$2,500-\$5,000
Recognition of top 10 Northeast Ohio businesses with 10 or fewer employees based on innovation, growth/success, value to the community and environment, diversity and customer service.

WEATHERHEAD 100

DATE: December
AVG. ATTENDANCE: 900
PRICE RANGE: \$10,000-20,000
Prestigious black-tie event, in conjunction with Weatherhead School of Management at Case Western Reserve University. The event honors the region's fastest-growing companies and is attended by area business leaders.

COSE ANNUAL MEETING

DATE: January 2011
AVG. ATTENDANCE: 400-500
PRICE RANGE: \$2,500-10,000
Achievements and recognition of those who helped COSE in 2010 followed by a networking celebration.

Arts

The COSE Arts Network serves as a resource for creative professionals. Members are from various creative disciplines including professional visual artists, musicians, performing artist, writers and arts organizations. Visit cosearts.org for more information.

COSE ARTS BUSINESS AND INNOVATION AWARDS

DATE: April
AVG. ATTENDANCE: 120
PRICE RANGE: \$500-2,500
The only program of its kind in our region recognizing the unique intersection of art and business.

ART FORUMS

DATE: Jan, June, Sept
AVG. ATTENDANCE: 20-30
PRICE RANGE: \$250-1,000
These events address business issues from the perspective of professionals working in the creative field. Featured speaker addresses topics such as marketing, technology and legal issues.

COSE MEMBER SURVEY RESULTS

- **74%** of COSE members surveyed attend at least one COSE event a year
- **84%** of COSE members surveyed attend three (3) or more events a year
- **95%** of members surveyed have purchased a product/service from an event sponsor, set up a consultation, or visited their Web site after attending a COSE event

Source: COSE Engagement Survey October, 2010

NEW - THE ARTIST AS AN ENTREPRENEUR INSTITUTE

DATE: TBD

AVG. ATTENDANCE: 40-50

PRICE RANGE: \$250-1,000

The Artist as an Entrepreneur Institute (AEI) is an intensive business course designed for individuals and arts based business owners. This program covers topics that impact an artist's daily operations from creating a personal brand and marketing, to writing a business plan and accounting. More than 600 artists have completed the program since it launched in 2003.

NEOSA

NEOSA, the COSE Technology Network, works to promote the tech industry in Northeast Ohio. NEOSA members represent all facets of information technology. Visit neosa.org for more information.

NEOSA SALES & MARKETING SIG

DATE: Feb, April, June

AVG. ATTENDANCE: 30-50

PRICE RANGE: \$500-1,500

The NEOSA Sales & Marketing SIG is a programming series that offers educational and networking opportunities to technology sales/marketing executives. Event content is also podcasted through NEOSA, with most receiving hundreds of downloads.

BEST OF TECH AWARDS

DATE: May

AVG. ATTENDANCE: 150-200

PRICE RANGE: \$2,500-10,000

Recognition of outstanding tech companies in Northeast Ohio.

COOLTECH CHALLENGE

DATE: May

AVG. ATTENDANCE: 150-200

PRICE RANGE: \$1,000-2,500

High school design contest challenging students to submit Web site design, game design or iPhone applications with winners awarded scholarships and other prizes at the Best of Tech Awards Event.

CEO SYNERGY

DATE: April, September

AVG. ATTENDANCE: 50-75

PRICE RANGE: \$500-1,500

An invitation-only event attracting CEOs from area technology companies representing all facets of IT.

NEOSA NETWORKING NIGHTS

DATE: Jan, March, July, Sept, Nov

AVG. ATTENDANCE: 50-100

PRICE RANGE: \$1,000-2,500

NEOSA members meeting, sharing stories and making connections.

CIO SYMPOSIUM

DATE: November

AVG. ATTENDANCE: 100-150

PRICE RANGE: \$3,500-8,000

Invitation-only event for CIOs and senior IT professionals focusing on educational and networking needs of the executive technology community. This program features keynote speakers, breakout sessions and cocktail reception.

CIO OF THE YEAR AWARD

DATE: November

AVG. ATTENDANCE: 100-150

PRICE RANGE: \$8,000

In conjunction with the Best of Tech Awards, this event honors CIOs for large companies, small companies, and large and small nonprofit organizations.

Home Business

The COSE Home Business Network provides education, advocacy, networking and resources to a diverse community of Northeast Ohio business owners who operate out of their homes. Visit cosehome.org for more information.

ROUNDTABLES

DATE: January - December

AVG. ATTENDANCE: 20-30

PRICE RANGE: \$100

Business issues from the perspective of a home-based business owner. Events typically last two hours and begin with a 30-minute networking program, followed by a one hour presentation and a 25 minute Q & A.

Marketing Connections At All Levels

Integrated Packages with COSE Helps Your Marketing *Single and integrated packages available*

MASTERS PACKAGE	DIAMOND PACKAGE	PLATINUM PACKAGE
<ul style="list-style-type: none"> • Six (6) half-page ads in <i>COSE Update</i> • One (1) year of banner ad on cose.org • Six (6) sponsorships of eNewsletter • Sponsorship of Small Business Conference or Weatherhead 100 or CIO Symposium or Annual Meeting or Golf Outing or Member Education quarter or Tech Week <p>\$25,000</p>	<ul style="list-style-type: none"> • Four (4) 1/3 page ads in <i>COSE Update</i> • Six (6) months of banner ad on cose.org • Four (4) sponsorships of eNewsletter • Sponsorship of Small Business Conference or Best of Tech Awards or Networking Nights or Annual Meeting or Golf or 10 under 10 Awards or Member Education track <p>\$12,000</p>	<ul style="list-style-type: none"> • Two (2) 1/3 page ads in <i>COSE Update</i> • Three (3) months of banner ad on cose.org • Two (2) sponsorships of eNewsletter • Sponsorship of COSE Networking or NEOSA Networking or Golf Outing or Annual Meeting or ABI Awards or Best of Tech Awards or Ten under 10 Awards <p>\$6,000</p>
GOLD PACKAGE	SILVER PACKAGE	BRONZE PACKAGE
<ul style="list-style-type: none"> • Six (6) 1/9 page ads in <i>COSE Update</i> • Nine (9) months of banner ad on cosemindspring.com or ibuyneo.com or socialmedialeaps.com • Sponsorship of Swap 25 or (3) HBN Roundtables or Arts Forum or Member Education class <p>\$3,500</p>	<ul style="list-style-type: none"> • Four (4) 1/9 page ads in <i>COSE Update</i> • Six (6) months of banner ad on cosemindspring.com or ibuyneo.com or socialmedialeaps.com • Sponsorship of Swap 25 or (2) HBN Roundtables or Member Education class or Arts Forum <p>\$2,500</p>	<ul style="list-style-type: none"> • Two (2) 1/9 page ads in <i>COSE Update</i> • Three (3) months of banner ad on cosemindspring.com or ibuyneo.com or socialmedialeaps.com • Sponsorship of Swap 25 or HBN Roundtable or Arts Forum or Member Education class <p>\$1,500</p>

CONTACT

For assistance in creating a marketing package that meets your needs:

Sarah Shoaff

Sr. Manager, Advertising and Sponsorship

sshoeff@cose.org

P (216) 592-2364 • F (216) 781-3348

cose.org/sponsorship

COSE

Join your cause.