

ONE-STOP BUSINESS MARKETING OPPORTUNITIES

EVENTS



ONLINE



COSE Update
MAY 2009
OFFICE + WOLFE + COE
JOIN YOUR CAUSE

HR Referral Network
Tough questions answered.

hot properties

Have the pick of the real estate crop.

- Forget Bailouts**
Get paid by Uncle Sam.
- Turn Business Around**
Preview the COSE Strategic Planning Course.
- Card Check Combat**
Join the fight against this economy buster.

Columbus Woodruff, president of Woodruff.com, is weighing his options on his company's best move for the growing printing company.

PRINT

COSE
Join your cause.



Small businesses count on COSE to help them grow. Your company can count on COSE's integrated marketing opportunities to do the same.

COSE members are involved in the region's largest small business support organization. They rely on COSE for monthly updates, networking opportunities and educational programming. They seek benefits from its group purchasing programs and have an advocate on legislative and regulatory matters.

Take advantage of all that COSE members do and maximize your marketing efforts with COSE's single or integrated marketing solutions priced for all budgets.

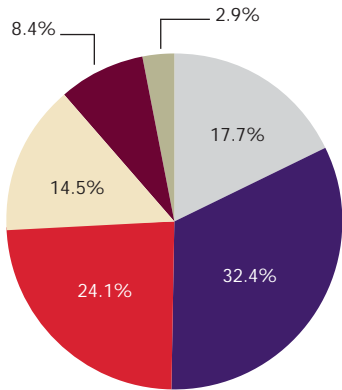
Targeted marketing. Relevant content. Meaningful events.

2010	JANUARY	FEBRUARY	MARCH	APRIL	MAY
<i>COSE UPDATE EDITORIAL</i>	<ul style="list-style-type: none"> Ten Ways to Cut Business Costs Generating Quality Leads 	<ul style="list-style-type: none"> Step-by-Step Social Media Overcoming Tech Phobias: Making Business More Efficient and Profitable 	<ul style="list-style-type: none"> Legal HR 	<ul style="list-style-type: none"> Achieving Energy Efficiency Creating a Culture of Sales 	<ul style="list-style-type: none"> Real Estate Government Procurement
<i>EVENTS: EDUCATION, NETWORKING AND RECOGNITION</i>	<ul style="list-style-type: none"> Home Business Roundtable Social Media Track Arts Network Forum Technology Track Arts Network Roundtable Sales & Marketing Track NEOSA Networking Human Resources and Legal Track 	<ul style="list-style-type: none"> Home Business Roundtable Social Media Track Swap 25 NEOSA Developers SIG Technology Track Arts Network Roundtable COSE Networking Night Sales & Marketing Track Arts Network Social NEOSA Forum Human Resources and Legal Track 	<ul style="list-style-type: none"> Home Business Roundtable Social Media Track Safety Council Technology Track Arts Network Roundtable Sales & Marketing Track NEOSA Networking Night Human Resources and Legal Track 	<ul style="list-style-type: none"> Home Business Roundtable NEOSA CEO Synergy Sales & Marketing Track Swap 25 Personal & Professional Development Track Arts Network Roundtable Money Track NEOSA Developers SIG ABI Awards Human Resources and Legal Track 	<ul style="list-style-type: none"> Home Business Roundtable COSE Networking Night Sales & Marketing Track Personal & Professional Development Track Best of Tech Awards Arts Network Roundtable Money Track Human Resources and Legal Track

Photos: Toby Shingleton

MEMBERS COUNT ON COSE

16,000 MEMBERS



SIC CODE	% MEMBERS
Agriculture (0100-0999)	2.3%
Mining & Construction (1000-1999)	11.9%
Manufacturing (2000-3999)	12.5%
Transportation (4000-4999)	3.2%
Wholesale (5000-5199)	8.0%
Retail (5200-5999)	8.7%
Fire (6000-6999)	8.5%
Services (7000-8999)	40.9%
Public Services (9000-9999)	1.1%
Non-Classified	2.9%

The Power of Advertising

Stop advertising. Stop growth.

Businesses that maintain or increase advertising budgets in a recession boast an average sales growth of **275 percent** in the proceeding five years.*

The Power of Small Businesses

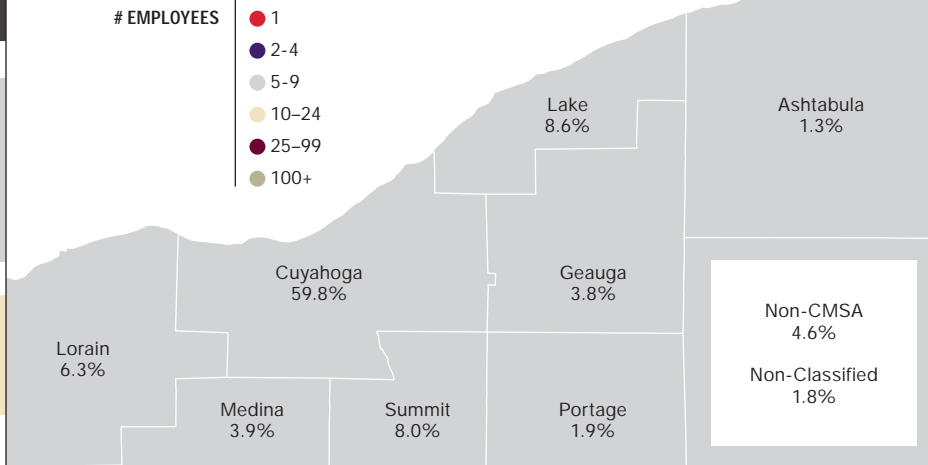
As COSE enters its 38th year, it is positioned better than ever to take charge and fight for small business rights throughout our region, state and the nation.

Small businesses employ more than half of U.S. workers.**

- **86 percent** say advertising keeps products and services at top of mind when they make purchase decisions*
- **95+ percent** maintain high interest in learning and investing in new products and services*

The Importance and Value of B2B Advertising During Times of Economic Uncertainty 2009-2010
www.americanbusinessmedia.com

**U.S. Dept. of Commerce, Bureau of the Census: Statistics of U.S. Businesses, Current Population Survey, 2009



JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<ul style="list-style-type: none"> • Wellness • Buy Local 2010 • SPECIAL SECTION: Benefits Solution Guide 	<ul style="list-style-type: none"> • Money • Access to Capital 	<ul style="list-style-type: none"> • Professional Development • Small Business Conference Keynote 	<ul style="list-style-type: none"> • Small Business Conference Keynote • Business Interruption 	<ul style="list-style-type: none"> • 2010 Elections/ Advocacy • Small Business Conference Keynote • SPECIAL SECTION: Gift Buying Guide with I BUY NEO 	<ul style="list-style-type: none"> • Planning the Perfect Event • Latest Tax Updates- Cut-out Tax Calendar • SPECIAL SECTION: Event Planning Resource Guide 	<ul style="list-style-type: none"> • Networking • Manufacturing • SPECIAL SECTION: Weatherhead 100
<ul style="list-style-type: none"> • Home Business Roundtable • Sales & Marketing Track • Swap 25 • Personal & Professional Development Track • Arts Network Roundtable • NEOSA Forum • Money Track • Arts Network Forum • Human Resources and Legal Track 	<ul style="list-style-type: none"> • Home Business Network Roundtable • Sales & Marketing Track • Technology Track • Arts Network Roundtable • Money Track • NEOSA Networking • Social Media Track 	<ul style="list-style-type: none"> • Home Business Network Roundtable • NEOSA Developers SIG • Sales & Marketing Track • Swap 25 • Technology Track • Arts Network Roundtable • Money Track • COSE Networking Night • Social Media Track 	<ul style="list-style-type: none"> • Home Business Network Roundtable • Home Business Annual Event • Arts Network Forum • NEOSA CEO Synergy • Sales & Marketing Track • Arts Network Roundtable • Technology Track • My Ugly Home Office Networking Night • Money Track • NEOSA Networking Night • Social Media Track 	<ul style="list-style-type: none"> • Home Business Roundtable • Sales & Marketing Track • Swap 25 • Money Track • COSE Small Business Conference 	<ul style="list-style-type: none"> • Home Business Roundtable • Sales & Marketing Track • NEOSA Networking Night • Money Track • CIO Symposium • Arts Network Roundtable • Arts Network Social 	<ul style="list-style-type: none"> • Sales & Marketing Track • Home Business Network Roundtable • Weatherhead 100 Awards • NEOSA Developers SIG • Swap 25 • Money Track • COSE Annual Meeting

PRINT MEDIA

COSE Update

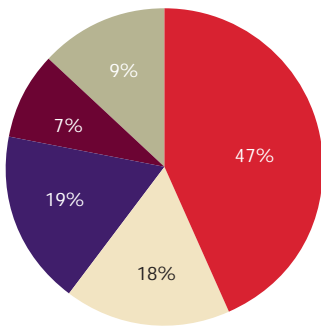
INFLUENCE BEYOND A SINGLE DESK

- One-third** distribute *COSE Update* outside their offices
- 55+ percent** share *COSE Update* with colleagues
- 65 percent** are owners, presidents and CEOs

FORCES IN NORTHEAST OHIO

- Three-fourths** have been in business more than 10 years
- 83 percent** say *COSE Update* helps them grow their business
- 90+ percent** say *COSE Update* has influenced them

READERSHIP: **Est. 25,274**



- Owner
- Partner
- President/CEO
- Other
- Manager

PUBLISHED SINCE 1971



More than a standard ad

COSE Update offers marketers the chance to further distinguish themselves through gatefolds, special inserts, advertorials in the printed publication and an expanded online presence in the digital version.

Begun in 2008 for the on-the-go small business decision-maker, digital *COSE Update* brings alive your advertising message by inserting Web links into every ad and adding optional video too. In addition to expanding your reach, the digital version offers the opportunity to track your ad's online effectiveness.

To learn about sponsorship opportunities for the digital version of *COSE Update* please contact Sarah Shoaff at (216) 592-2364 or sshoaff@cose.org.

SHARE YOUR EXPERTISE

Interested in contributing your insight to *COSE Update* articles or have a question about editorial content? Contact Editor Jennifer Frimel at (216) 592-2452 or update@cose.org.

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

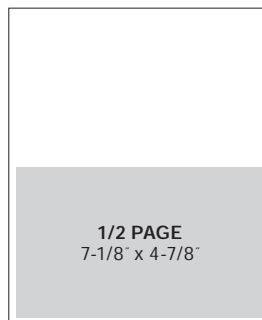
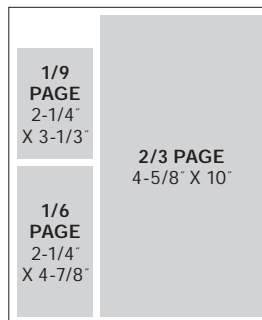
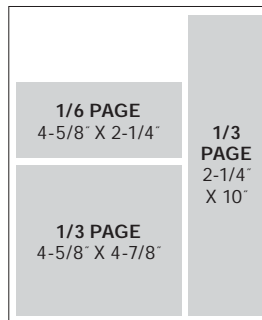
- High-resolution PDFs with all fonts embedded
- Adobe InDesign CS2 or CS3
- Adobe Illustrator CS2 or CS3
- Adobe Photoshop CS2 or CS3
- QuarkXPress 6 or 7

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" 11-1/8"

Trimmed to
8-1/8" x 10-7/8"

ONLINE MEDIA

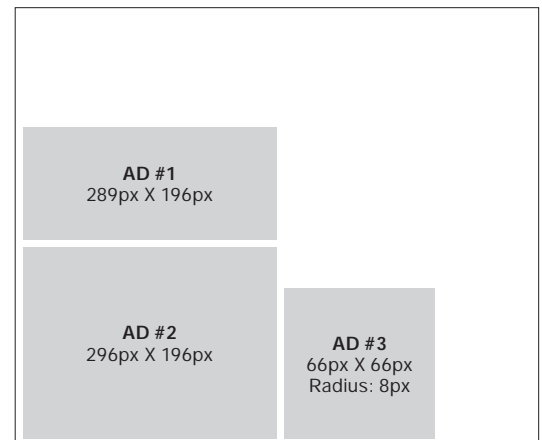
cose.org

The newly redesigned cose.org offer impressive opportunities to connect with readers interested in Northeast Ohio small business. Targeted advertising also is available through our three niche sites (neosa.org, cosearts.org, cosehome.org) focused on technology, arts and home-based business.



ADVERTISING

- #1 - cose.org homepage
- #2 - COSE Mindspring homepage
- #3 - cose.org internal rotating



eNewsletters

REACH: 15,000+

Deployed twice a month, the COSE eNewsletter reaches more than 8,540 subscribers. Monthly niche eNewsletters also are distributed for NEOSA (3,600+), COSE Arts Network (640+) and COSE Home Business Network (2,100+).

EVENTS

IN 2009, OVER 8,000 PEOPLE ATTENDED 150 COSE EVENTS



Signature

COSE NETWORKING NIGHTS

DATE: Feb, May, Aug

AVG. ATTENDANCE: 100-150 companies

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

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 smaller networking events for COSE members only.

NEW EDUCATION SERIES

DATE: Weekly

PRICE RANGE: \$500-20,000

The 2010 education curriculum takes business owners from point A to point B as it relates to a certain topic. Based on years in business and past experience, we know small businesses come to COSE with many knowledge levels. Rather than creating a one-size-fits-all workshop, COSE creates opportunities for small businesses to partake in education at their desired level. The workshops take an attendee from a basic to a more advanced 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: \$1,500-10,000

First-class event attracting COSE and Greater Cleveland Partnership members to network over 18 holes, dine and win prizes.

5TH ANNUAL COSE SMALL BUSINESS CONFERENCE

DATE: Oct

AVG. ATTENDANCE: 1,300

PRICE RANGE: \$5,000-50,000

Two-day interactive event at IX Center featuring four keynote speakers, 55 workshops, networking reception and 75-booth exhibit hall for small business owners. cose.org/sbc

6TH ANNUAL TEN UNDER 10 AWARDS

DATE: Oct

AVG. ATTENDANCE: 300

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

Recognition of top 10 Northeast Ohio businesses with 10 or fewer employees for innovation, growth/success, value to the community and environment, diversity and customer service.

WEATHERHEAD 100

DATE: Dec

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. Honoring region's fastest-growing companies attended by area business leaders.

COSE ANNUAL MEETING

DATE: Jan 2011

AVG. ATTENDANCE: 400-500

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

Achievements and recognition of those who helped COSE followed by celebrating and networking.

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: 100

PRICE RANGE: \$500-2,500

Recognition of the unique point of intersection between the art and business worlds.

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.

NEOSA

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

TECH FORUMS

DATE: Feb, June

AVG. ATTENDANCE: 50-100

PRICE RANGE: \$500-2,500

Event attracts CEOs and senior technology company executives.

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

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

CEO SYNERGY

DATE: April, Sept

AVG. ATTENDANCE: 50-75

PRICE RANGE: \$500-1,500

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

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 often with guest speaker to talk technology.

CIO SYMPOSIUM

DATE: Nov

AVG. ATTENDANCE: 100-150

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

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

CIO OF THE YEAR AWARD

DATE: Nov

AVG. ATTENDANCE: 100-150

PRICE RANGE: \$8,000

In conjunction with the CIO Symposium, event honors CIOs for large companies, small companies, and large and small non-profit organizations.

NEOSA DEVELOPERS SIG (SPECIAL INTEREST GROUP)

DATE: Feb, April, Aug, Dec

AVG. ATTENDANCE: 30-50 CEO and senior marketing professionals

PRICE RANGE: \$500-1,000

Meetings feature guest speakers and panel presentations on topics relevant to the tech community.

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: Jan, Feb, March, April, May,

June, July, Aug, Sept, Oct, Nov

AVG. ATTENDANCE: 20-30

PRICE RANGE: \$100

Business issues from the perspective of a home-based business. 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.

MY UGLY HOME OFFICE CONTEST

DATE: Sept

AVG. ATTENDANCE: 130

PRICE RANGE: \$1,000-5,000

Northeast Ohio home-based business owners vie for an office makeover by submitting photos and essay about their ugly office challenges. Event offers a high-visibility program with a keynote speaker.



MARKETING CONNECTIONS AT ALL LEVELS

Advertising with COSE helps your marketing *Single and integrated packages available*

MASTERS PACKAGE

- Six (6) half-page ads in *COSE Update*
- One (1) year of banner ad on cose.org
- Six (6) sponsorships of eNewsletter
- Sponsorship of SBC, Weatherhead 100, CIO Symposium, Annual Meeting, Golf Outing or Member EDU quarter

\$20,000

DIAMOND PACKAGE

- Four (4) half-page ads in *COSE Update*
- Six (6) months of banner ad on cose.org
- Three (3) sponsorships of eNewsletter
- Sponsorship of Small Business Conference, Best of Tech Awards, Networking Nights, Annual Meeting, Golf Outing, Ten under 10 Awards or Member EDU track

\$10,000

PLATINUM PACKAGE

- Two (2) half-page ads in *COSE Update*
- Three (3) months of banner ad on cose.org
- One (1) sponsorship of eNewsletter
- Sponsorship of COSE Networking, NEOSA Networking, Golf Outing, Annual Meeting, Member EDU track, Best of Tech Awards or Ten under 10 Awards

\$5,000

GOLD PACKAGE

- Six (6) 1/9 page ads in *COSE Update*
- One (1) year banner ad on cose.org
- Sponsorship of two (2) Swap 25, HBN Roundtable, Arts Social, HBN Social, NEOSA SIG, Member EDU class
- Sponsorship of one (1) ABI Awards or HBN Ugly Home Office Contest

\$3,000

SILVER PACKAGE

- Four (4) 1/9 page ads in *COSE Update*
- Six (6) month of banner ad on cose.org
- Sponsorship of Swap 25, HBN Roundtable, Arts Social, HBN Social, NEOSA SIG or Member EDU class

\$2,000

BRONZE PACKAGE

- Two (2) 1/9 page ads in *COSE Update*
- Three (3) months of banner ad on cose.org
- Sponsorship of Swap 25, HBN Roundtable, Arts Social, HBN Social, NEOSA SIG or Member EDU class

\$1,000



CONTACT

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

SARAH SHOAFF

Sr. Manager, Advertising and Sponsorship

The Higbee Building • 100 Public Square, Suite 210 • Cleveland, OH 44113

sshoeff@cose.org

P (216) 592-2364 • F (216) 781-3348

cose.org

COSE
Join your cause.