

BUSINESS xpansion

JOURNAL



2017 MEDIA INFORMATION

Are you short on marketing resources? **Business Xpansion Journal** can help, acting as an extension of your marketing team. Let's collaborate and create.

Business Xpansion Journal provides support tools to decision makers involved in expansions or relocations via digital and print editions, as well as through online services such as the BXJ Network.

Products and Services

BXJNETWORK FEATURED SITES & PROPERTIES (6 MOS. OR 12 MOS.)

The program was developed to help economic development organizations (EDOs) promote shovel ready, certified and mega sites, as well as developments and facilities. A full page within bxjmag.com is entirely devoted to your top sites, properties and developments.

One of the only tangible aspects of expansion/relocation/development, real estate is the main tool you have to attract companies. Executives and site selectors alike are looking for a place where they can search for sites and site selection information. With a 90 percent renewal rate since our launch in 2014, the program is proven and offers one of the best ROIs in B2B marketing.

On your dedicated **BXJNetwork Featured Sites & Properties** page we can offer a truly unlimited amount of tools and features, including:



- **Photos, Renderings and Graphics**
- **Maps, Embedded Locator Apps**
- **Text and Linked Content**
- **Site Selection Details & Multiple Reports** - info on industry specific or site specific incentives, initiatives and programs
- **Transportation Details** – multimodal reports/maps
- **Video embedding and YouTube Player**
- **PDF, Brochure and e-prospectus apps** – can be embedded or linked
- **Multiple External Links** – from listings, site selection info and contact details
- **Multiple Additional Listings** – aside from the main featured sites you can list up to 15 properties with thumbnail photo, text description, links and contact info

WWW.BXJMAG.COM

The BXJ website is one of the most active and longest URLs within the business expansion, relocation and development market. There were a couple magazines before BXJ was launched in 1994, but we are one of the original sites.

Bxjmag.com offers a very active and captive audience of decision makers, which are driven to the site via SEO, our own media properties, partnered sites and media properties and through content shared throughout the business media market. You will not find bxjmag.com in any search for economic development websites because you won't find any executives or site selectors searching for "economic development."

The search terms business expansion, business relocation, business development and site selection will bring our site up, almost always, on the first page and that's just one reason

why bxjmag.com offers a truly qualified audience. We have a market leading 85 percent renewal rate on banner positions and offer numerous levels of participation throughout the site.

We can offer a program to fit any budget and drive qualified decision makers to your site offering the best ROI in the market.

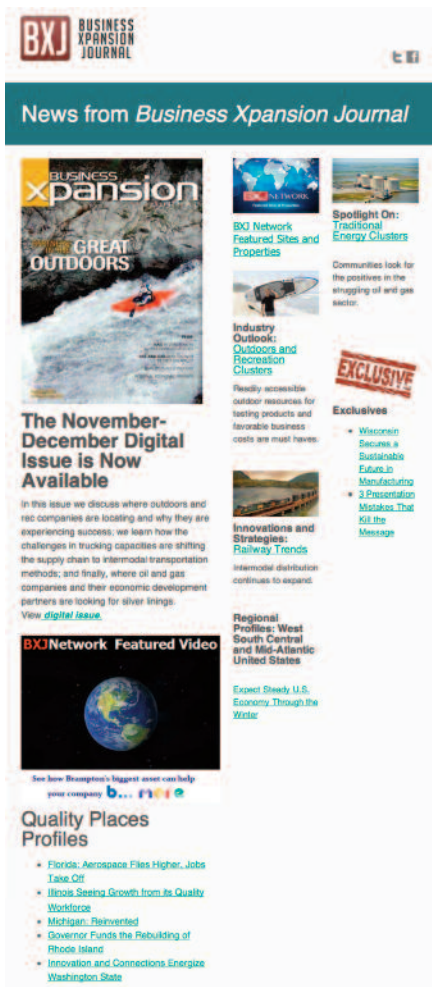


Featured Video – One Media Property or All – Various Levels

- Your video will be embedded within the main content offered on the site and will also be offered within the left-hand column on all pages. In addition, various levels of this package will also place your video within the BXJ enews, the digital viewing platform of BXJ magazine, and within an BXJ enews exclusive delivered to 75,000 decision makers and entirely devoted to you.

Featured EDO/Development Profile – Content + Display + Direct to Decision Maker

- You receive a full dedicated page within bxjmag.com and a banner on the homepage, within the BXJNetwork enews and within the digital viewing platform of BXJ magazine all driving decision makers to your page. The page can include all site selection details, multiple links, video players, photos, real estate listings and newsletter/eprospectus links.



BXJNETWORK ENEWS

This monthly newsletter is sent to a minimum of 75,000 qualified executives and site selectors per edition and it offers content from the current issue of *BXJ* magazine as well as exclusive content and features. Offering one of the top open rates and click-through rates in B2B publishing the *BXJ* enews drives traffic to www.bxjmag.com, the digital edition of *BXJ* magazine and to additional programs and properties like the *BXJ* Featured Sites & Properties Program, the *BXJ* Directory of Economic Developers and industry and geographically-specific features.

AD AND EXPOSURE OPPORTUNITIES INCLUDE:

- **Banner Advertising - Sponsor (190 x 114) and Prime Level (250 x 250)** Positions are offered in a very limited quantity so response is not diluted
- **Exclusive Advertorial & Targeted Content** – *BXJ* can create an industry or topic specific profile to tell your story and promote industry specific site selection data, incentives & initiatives
- **Featured Video & Download** - Your video or pdf/brochure can be embedded or linked while featured within a specially designated area in the main body of the edition

ADDITIONAL ENEWS OPPORTUNITIES

Exclusive BXJNetwork Enews Report

A message sent to 75,000 entirely devoted your area's workforce, industry, initiatives/programs, tax and development information. Included also is strategically placed content, multiple banner ads and unlimited multi-media connectivity.

BXJNetwork Enews Profile

This package features the EDO within a multi-media package entirely devoted to your site selection, real estate, industry/market details and opportunity information. Levels of this package can go from a Special Profile within one edition of the enews to a package that would offer a full page within the website, the digital magazine, an exclusive message sent to 75,000 and banner and content driven exposure.

DIGITAL MEDIA

Through our digital editions, posted at www.bxjdigital.com, readers have immediate access to you once they click on Internet and email links located throughout articles and ads. They can also search company names, article topics and magazine archives, share articles with friends, print articles, and download the publication, among other features.



With our digital media special editions you can showcase your business or industrial park, or your state, region and/or communities to progressive and expanding companies. Contact us at 866.222.3722, ext. 1618, to learn about these opportunities.

SOCIAL MEDIA

Do you have a workforce initiative or economic development study to promote? Let us share your breaking business news, expansion announcements, the latest in regard to the economy and general business topics at *BXJ's* Facebook and Twitter social media pages.



PRINT

Business Xpansion Journal is published bimonthly and is mailed to a controlled circulation audience. Editorial content provides businesses with practical information as they research business locales. In Focus articles include Industry Outlooks, Spotlights, and Innovations and Strategies. Each issue also provides snapshots of state economies in a series of Quality Places Profiles. Additionally, regional economic profiles discuss the various business climates of the United States and Canada.

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TARGETED AUDIENCE

We can pinpoint the people most relevant to you. With a combined digital and print circulation of more than 91,000 subscribers we not only reach across multiple channels but also reach the right individuals.

BXJ's editorial content supports key decision makers at all levels of executive management including: owners/partners, corporate managers and directors, vice presidents, and others that influence purchase/relocation decisions.

MANUFACTURERS/INDUSTRY TYPES SERVED BY BXJ

- Aerospace & Aviation
- Alternative Energy
- Automotive
- Biosciences
- Chemical
- Commercial Real Estate
- Construction Engineering
- Defense/Military
- Economic Developers
- Financial Institutions
- Health & Wellness
- High-Tech & Industrial Manufacturing
(including: industrial, commercial equipment & machinery, medical equipment & devices, electronics, instrumentation, defense systems, consumer goods, computer & telecommunications, energy, fabricated metals, primary metals, etc.)
- Life Sciences
- Oil & Gas Exploration/Extraction
- Professional Services
- Public Sector
- Relocation Consultants
- Retail/Wholesale Distribution
- Telecom
- Transportation
- Utilities

ORGANIZATION SIZE BY EMPLOYEES

1-49 Employees	19%
50-99 Employees	14%
100-499 Employees	27%
500-999 Employees	14%
1,000+ Employees	26%

MANAGERS BY TITLE

CEO, COO, CFO, Partner	25%
VP/Other C-Level	34%
Corporate Manager/Director	32%
Economic Development/Real Estate Manager	4%
Other Company Manager.....	5%



2017 EDITORIAL CALENDAR

JANUARY-FEBRUARY

Industry Outlook: Advanced Manufacturing
Innovations & Strategies: Auto OEMs
Spotlight On: Logistics Opportunities
Location Appreciation: Northeast U.S. Tech/R&D Cluster
States: CA, IA, IN, NV, NC, TN, CO, and Ontario

MARCH-APRIL

Industry Outlook: Biosciences
Innovations & Strategies: Intermodal/Distribution
Spotlight On: Communications Technology
Location Appreciation: Western U.S. Aerospace Cluster.
Resource Guide: Certified Parks and Sites
States: ID, ME, NY, OH, OK, MS, TX, VT and New Brunswick

MAY-JUNE

Industry Outlook: Agribusiness, Food and Beverage
Innovations & Strategies: Retail Development
Spotlight On: Utility Driven Dev.
Location Appreciation: Southeast U.S. Automotive Cluster
States: AR, KS, KY, LA, MO, NE, SC, and NJ

JULY-AUGUST

Industry Outlook: Seaports
Innovations & Strategies: Data Centers/Cloud Computing
Spotlight On: Industrial Manufacturing
Location Appreciation: Outdoor Recreation and Destination Development
States: D, MT, UT, VA, WI, MA, PA, Canada

SEPTEMBER-OCTOBER

Industry Outlook: Aerospace
Innovations & Strategies: Automotive Suppliers
Spotlight On: Business Services (Call Centers, Back Office, Financial, Insurance)
Location Appreciation: Healthcare Clusters
States: AL, AZ, GA, WY, NM, IL, WV, and Dakotas
2017 Directory of Economic Developers

NOVEMBER-DECEMBER

Industry Outlook: Clean Tech/Renewable Energy
Innovations & Strategies: Workforce Training
Spotlight On: Traditional Energy
Location Appreciation: Midwest U.S. Logistics Cluster
States: FL, MI, DE, OR, MN, WA, and New England States



IMPORTANT AD DATES

ISSUE	AD BUY DEADLINE	ARTWORK DEADLINE
JAN/FEB	Dec. 16 (2016)	Dec. 23 (2016)
MARCH/APRIL	Feb. 10	Feb. 17
MAY/JUNE	April 14	April 21
JULY/AUG	June 9	June 16
SEPT/OCT	Aug 11	Aug 18
NOV/DEC	Oct. 13	Oct. 20



ONLINE RATES

Banner Advertising

The site offers multiple levels of display advertising and all positions include a monthly report on stats and the exposure we've delivered. We have one of the best renewal rates in B2B publishing and a first right-of-refusal on all 6 mos. + banner buys. We will also guarantee a rate and guarantee the amount of exposure we deliver in writing.

Banner Positions Include:

- **728 x 90 Main Banner – Two per Six Months** – Banner stays on the top of every page throughout the URL, visible immediately and on every page change and search
- **291 x 125 Site Sponsor Position – Two per Six Months** - Live and Visible on Every Page within the URL within the left-hand column — the most exposure
- **125 x 125 Site Sponsor Banner – Four per Six Months** - Live and Visible on Every Page within the URL within the left-hand column — the best value
- **615 x 67 Site Sponsor Position** – Banner sits below main News/Featured Content window and is visible/live on all other pages
- **291 x 125 Homepage Banner** – Banner stays static on the homepage and rotates through all other pages
- **615 x 67 Banner Position** – Banner stays on homepage and rotates within all other pages

PRINT RATES

AD SIZE	1X	3X	6X
2-PG. SPREAD	\$8,860	\$7,680	\$6,900
FULL PAGE	\$4,875	\$4,225	\$3,800
1/2 PAGE	\$3,075	\$2,660	\$2,395
1/3 PAGE	\$2,215	\$1,995	\$1,795
1/4 PAGE	\$1,665	\$1,500	\$1,345
1/6 PAGE	\$1,250	\$1,125	\$1,005
1/8 PAGE	\$ 940	\$ 850	\$ 755

PREMIUM SPACES

BACK COVER	\$5,975
INSIDE FRONT COVER	\$5,575
INSIDE BACK COVER	\$5,280

AGENCIES RECEIVE A 15%
DISCOUNT FROM RATE CARD.

AD DIMENSIONS

AD SIZE	IMAGE AREA	BLEED	TRIM
2-PAGE SPREAD	14.75 X 9.5	16 X 10.75	15.75 X 10.5
FULL PAGE	6.875 X 9.5	8.125 X 10.75	7.875 X 10.5
1/2 HORIZONTAL	6.875 X 4.5	NA	NA
1/2 ISLAND	4.5 X 7.125	NA	NA
1/2 VERTICAL	3.375 X 9.25	NA	NA
1/3 ISLAND	4.5 X 4.5	NA	NA
1/3 VERTICAL	2.187 X 9.25	NA	NA
1/4 VERTICAL	3.375 X 4.5	NA	NA
1/6 VERTICAL	2.222 X 4.5	NA	NA
1/8 HORIZONTAL	3.375 X 2.25	NA	NA

AD REQUIREMENTS

We can directly open most Apple/Macintosh software and can usually translate PC files from QuarkXpress, Adobe Photoshop and Illustrator.

We can also accept PDF's (print optimized), high resolution TIFF's or JPEG's of the ad. Ad must be accompanied by a hard copy to guarantee output is correct. All screen fonts and printer font extensions used must be included or substitutions may have to be made. All photos must be at least 300 dpi. We cannot accept ads that are designed and built with Publisher, PowerPoint or Word.



FREQUENTLY ASKED QUESTIONS

- Who do I contact in regard to the featured sites and properties program, the BXJNetwork?**
 Contact Butch Cole, director of business development, at bcole@latitude3.com or 866.222.3722, ext. 1618.
 Contact Nick Dumas, account executive, at ndumas@latitude3.com or 866.222.3722, ext. 1608.
- How do I list my organization on your online directory?**
 Contact Butch Cole, director of business development, at bcole@latitude3.com or 866.222.3722, ext. 1618.
- Who manages press releases and inquires?**
 Contact Lee Hurley, editor-in-chief, at lhurley@latitude3.com.
- What is the contact information for Latitude3 Media Group, publisher of BXJ?**
 You can reach us at:
 2300 Resource Drive, Suite B
 Birmingham, AL 35242
 Phone: 866.222.3722
 Fax: 205.949.1601

