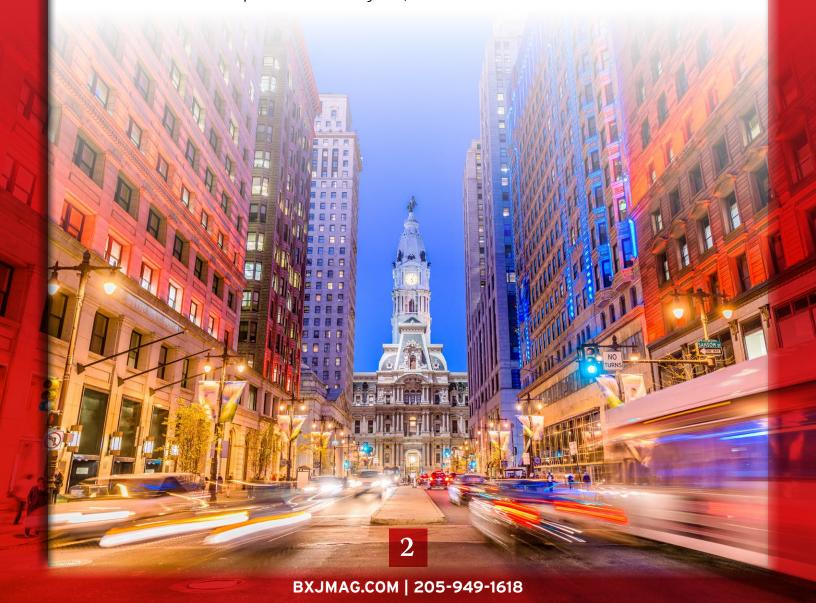




For more than 23 years, BXJ magazine has delivered insightful, educational and other useful information to assist companies and their legal representatives with the site search, expansion and relocation process. This is challenging and complicated requiring time, precision and a team of seasoned professionals to aide in making important decisions. BXJ offers comprehensive tools to help understand incentives, workforce development, real estate, education, job training, transportation and much more. Each issue of the print and digital magazine, newsletter and complementing social media tackles geography state by state, industry by industry along with the myriad of tax, legal and intellectual property issues that follow these decisions. Our writers get to the heart of economic development coverage and understand the categories of information and insight that executives need in making informed relocation decisions. Business Expansion Journal is published by Latitude3 Media Group based in Birmingham, Alabama.





# **2019 EDITORIAL CALENDAR**

January/February — Advanced Manufacturing, Logistics, Airport Development

State Profiles - CA, IA, IN, NV, NC, TN, CO, Ontario

March/April — Foreign Trade Zones, Information Technology, Intermodal

Distribution, Retail Dev.

State Profiles - ID, ME, NY, AR, OK, MS, TX, MO, New Brunswick

**National Directory** 

May/June — Agribusiness/Food & Beverage, Plastics Manufacturing,

Shovel Ready Sites, Tourism

State Profiles - VT, OH, MD, KS, KY, WI, NE, SC, British Columbia

**July/August** — Seaports, Automotive, Industrial Manufacturing,

Railway Development

State Profiles - MI, LA, MT, UT, VA, MO, MA, PA, NJ, Alberta

**September/October** — Aerospace, Food Processing, Business Services,

Workforce Development

State Profiles - AL, AZ, GA, WY, NM, IL, WV, Dakotas, Quebec

**National Directory** 

November/December — Green Energy, Healthcare, Biotechnology/Pharmaceuticals,

**Data Centers** 

State Profiles - FL, OR, MN, WA, RI, NH, CT, Manitoba















PRINT CIRCULATION

10,000

**DIGITAL CIRCULATION** 

65,000

### THE RIGHT AUDIENCE

**BXJ's** time-sensitive content attracts C-level executives and other decision makers including owners, partners, corporate managers, directors, economic development professionals and real estate managers (please see all titles below).

# MANUFACTURERS / INDUSTRY TYPES SERVED BY BXJ

- Aerospace & Aviation
- Automotive
- Biosciences
- Commercial Real Estate **Brokers**
- Defense/Military
- Economic Developers
- Financial Institutions
- Food Processing/ Agri Business

1,000+

Hight-Tech & Industrial Manufacturing

(including: Industrial. commercial equipment & machinery, medical equipment & device, electronics, instrumentation, defense system, consumer goods, computer & telecommunication, energy, fabricated metals, primary metals, etc)

- Life Sciences
- Oil & Gas Exploration/ Extraction
- Relocation Consultants
- Transportation / Distribution
- Logistics
- Utilities

# ORGANIZATION SIZE BY EMPLOYEES

31% 100-499 **Employees** 32% 500-999 **Employees** 

**Employees** 

**KEY DECISION MAKERS** BY TITLE

24% CEO, COO, CFO, Partner

36% **VP/Other C-Level** 

Corporate Manager/Director 33%

**Economic Development/** Real Estate Manager

Other Company Manager

4%

3%

37%



# **AD RATES, AD DATES & AD DIMENSIONS**

AD SIZES	6X	ЗХ	1X
FULL-PAGE	\$1,895	\$2,195	\$2,495
HALF-PAGE	\$1,395	\$1,595	\$1,895
ONE-THIRD	\$1,095	\$1,295	\$1,595
ONE-QUARTER	\$795	\$995	\$1,295

AD SIZES	PRICE
BACK COVER	\$3,200
INSIDE FRONT COVER	\$2,600
INSIDE BACK COVER	\$2,600
ALL PRICES NET, U.S.	

AGENCIES RECEIVE A 15% DISCOUNT FROM RATE CARD

AD DATES	SPACE DEADLINE	ARTWORK DEADLINE
January / February	12 / 21 / 2018	12 / 26 / 2018
March / April	02 / 15 / 2019	02 / 20 / 2019
May / June	04 / 22 / 2019	04 / 26 / 2019
July / August	06 / 14 / 2019	06 / 19 / 2019
September / October	08 / 16 / 2019	08 / 21 / 2019
November / December	10 / 18 / 2018	10 / 23 / 2019
January / February 2020	12 / 20/ 2019	12 / 24 / 2019

All sizes are measured Width by Height in inches

AD SIZES	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 PAGE	6.875" X 4.5"	N/A	N/A
1/2 ISLAND PAGE	4.5" X 7.125"	N/A	N/A
1/2 VERTICAL PAGE	3.375" X 9.25"	N/A	N/A
1/3 ISLAND PAGE	4.5" X 4.5"	N/A	N/A
1/3 VERTICAL PAGE	2.187" X 9.5"	N/A	N/A
1/4 VERTICAL	3.375" X 4.25"	N/A	N/A

#### **AD REQUIREMENTS**

We accept high resolution 300dpi PDF's, TIFF's or JPEG's. We can open most Mac software and can usually translate PC files from Indesign, Adobe Photoshop and Illustrator. All

native files should include all fonts and images. All photos must be at least 300 dpi and missing fonts will require substitutions. We cannot accept ads that are designed and built with Publisher, PowerPoint or Word.



### DIGITAL MEDIA

The BXJ digital edition, posted at bxjmag.com, gives readers immediate access once they click on links distributed throughout articles and advertisements. Readers can also search company names, article topics, magazine archives, and share/print editorial content, and download the publication.

Through the digital special editions and newsletters economic developers highlight business and industrial parks, and their state, region and/or communities to growing/ expanding companies.

### **BUSINESS XPANSION JOURNAL DIGITAL ADS**

Our online banner advertising offers multiple levels of display advertising. We have one of the best renewal rates and a first right-of-refusal on all 6 months + banner buys.

#### **BANNER POSITIONS AND RATES INCLUDE:**

**728 x 90 Main Banner –** six months to year: Banner stays on the top of every page throughout the URL, visible immediately and on every page change and search. **\$2000 - 3 months, \$5000 - 6 months, \$8000 - year.** 

**615 x 67 Site Sponsor Position** – Banner sits below main News/Featured Content window and is visible/live on all other pages. **\$1800** – **3 months, \$3000-6 months, \$5500** – **year.** 

291 x 125 Site Sponsor Banner – Live and visible on every page within the URL within the left-hand column. \$1650 - 3 months, \$ 3200-6 months, \$6000 - year.

291 x 125 Homepage Banner – Banner stays static on the homepage and rotates through all other pages. \$1500 - 3 months, \$3000 - 6 months, \$5500 - year.

**615 x 67 Banner Position** – Banner stays on homepage and rotates within all other pages. **\$1500** – **3** months, **\$3000-6** months, **\$5500** – **year.** 

Also included with a banner ad is editorial in at least two of our monthly digital newsletters and in one of our issues, print and digital versions, during the time that you are running. Also, your article will appear on our website for a minimum of two months. Any announcements of press releases may be included in our newsletter at any time. Our editor can interview you or you can submit your own article if desired. A Banner ad that also includes editorial will be a tremendous way to stand out on the economic development stage.



# **BXJ MONTHLY E-NEWSLETTER ADS**

We send out our E-Newsletter every month with the latest economic development news and profiles. You can click on to our most recent newsletter on the home page of our website, **www.bxjmag.com**.

We offer **Sponsor ads (190 x 114)** and **Prime Level ads (250 x 250)** with each newsletter. The number of ads are usually limited to a maximum of four to give you the most visibility.

### **SPONSOR ADS (190 x 114)**

**3 months**: \$1,400 **6 months**: \$2,600 **12 months**: \$4,800

### PRIME LEVEL ADS (250 x 250)

3 months: \$2,000 6 months: \$3,000 12 months: \$5,200

## FREQUENTLY ASKED QUESTIONS

• How do I list my organization in your online directory?

Contact: Alan Reyes Phone: 205.949.1618 Email: areyes@latitude3.com

- Who manages press releases and inquires?
  Contact: Lee Hurley, Editor in Chief Email: Ihurleylatitude3.com
- Who do I contact in regard to Advertising?
  Contact: Alan Reyes Phone: 205.949.1618 Email: areyes@latitude3.com
- How long have you published BXJ?
  Since 1996
- Is BXJ a national publication?
  Yes, BXJ is distributed across the country and in Canada

<sup>\*</sup>Also included is editorial with any news releases or announcements.

