



BUSINESS
xpansion
JOURNAL

2010 MEDIA KIT

ABOUT BUSINESS XPANSION JOURNAL

You can count on *Business Xpansion Journal* to deliver informative and relevant editorial content, as well as enhanced media messages, to companies researching and implementing site searches.

Ten times a year *BXJ* provides support tools to decision makers via digital and print editions. The digital format, www.bxj-digital.com, embeds rich media advertising such as navigation bar sponsorships, article logos, video overlays, slide shows and audio clips.

Our editorial content is enhanced by our updated look and voice, providing businesses with practical and applicable information as they research business locales.

Our regular content includes coverage on Talent, Green Building, Sustainability, Environment, Financial Solutions, Competitive Advantage and more. Our commentaries discuss Innovation Economics, Due Diligence, and Education, among other topics.

In Focus feature articles discuss Industry Perspectives, Visionaries and Strategies, and Innovative Opportunities. Quality Places profiles provide snapshots of state economies and business advantages.

BXJ DELIVERS THE RIGHT AUDIENCE

Each digital issue is delivered to 185,000 readers; we also deliver several thousand print subscriptions of each issue. *BXJ*'s content reaches decision makers whose job functions include: executive management, finance/administrative management, senior vice presidents, executive vice presidents, real estate managers and facilities managers.

BXJ is delivered to decision makers in the following industries:

- Aerospace/Defense
- Alternative Energy
- Automotive
- Chemical
- Construction/Engineering
- Economic Development Professionals
- Financial Services/Insurance
- Health Care
- High-Tech Manufacturing
- Industrial Manufacturing
- Life Sciences
- Manufacturing
- Oil and Gas
- Professional Services
- Public Sector (Government)
- Relocation Consultants
- Retail/Wholesale Distribution
- Telecom
- Transportation
- Utilities



2010 EDITORIAL CONTENT

JANUARY

Industry Perspectives:

Logistics-Infrastructure
Rehab A Must

Visionaries And Strategies:

Sea Ports

Innovative Opportunities:

Site Selection Outlook: 2010-2015

Quality Places:

Calif., Colo., Ind., Mo., Nev.
and Tenn.

FEBRUARY

Industry Perspectives:

Advanced Manufacturing
And Sustainability Practices

Visionaries And Strategies:

Use The Internet To
Uncover Hidden Gems

Innovative Opportunities:

Entrepreneurs And
The Creative Economy

Quality Places:

Mont., N.C., N.J., Okla. and Utah

MARCH

Industry Perspectives:

Auto OEMs-The Next Generation

Visionaries And Strategies:

Will Incentive Funds Be There?

Innovative Opportunities:

How America Can Remain
A Leader In Manufacturing

Quality Places:

Idaho, Ky., Mich., Ohio and Wis.

APRIL

Industry Perspectives:

Auto Suppliers Prepare
For The Future

Visionaries And Strategies:

Re-introducing Reliability
Into Today's Supply Chain

Innovative Opportunities:

The Latest In Biosciences
And Biopharma

Quality Places:

Kan., Mass., Miss., N.M., R.I. and Vt.

MAY

Industry Perspectives:

Trends In Siting Medical
Device Manufacturers

Visionaries And Strategies:

Green Building And
Eco-friendly Developments

Innovative Opportunities:

Bioplastics Breaks The Mold

Quality Places:

Ark., Maine, Neb., N.H., N.Y. and Va.

JUNE/JULY

Industry Perspectives:

Food Processing/Agribusiness

Visionaries And Strategies:

Alternative Energy-Biofuels

Innovative Opportunities:

Uncover Regional
Workforce Strengths

Quality Places:

Ala., Iowa, Md., N.D., S.C. and S.D.

AUGUST

Industry Perspectives:

Distribution And Warehousing

Visionaries And Strategies:

Are Utilities Meeting RPS Goals?

Innovative Opportunities:

High Tech

Quality Places:

Alaska, Conn., Ga., Ore. and Texas

SEPTEMBER

Industry Perspectives:

Alternative Energy-Solar

Visionaries And Strategies:

2010 Directory of
Economic Developers

Innovative Opportunities:

How To Break Into Foreign Markets

Quality Places: International

OCTOBER

Industry Perspectives:

Alternative Energy-Wind

Visionaries And Strategies:

Greening An Existing Facility

Innovative Opportunities:

What's Next For Headquarters
And Back Office?

Quality Places:

Ariz., Del., Ill., La., Minn. and Wyo.

NOV/DEC

Industry Perspectives:

Aerospace

Visionaries And Strategies:

Quality Of Place

Innovative Opportunities:

Defense And Homeland Security

Quality Places:

Fla., Hawaii, Pa., Wash. and W.Va.



ONLINE CONTENT

BXJ online, www.bxjmag.com, assists decision makers as they research business destinations. Display advertising opportunities further position your message in front of growing companies.

General business and site selection content can be found by clicking our Article Exclusives section, which also includes Community Profiles and White Papers.

And because every business needs to decide where to locate, our site now features GIS Planning's www.ZoomProspector.com, an unbiased, third-party online tool that combines community Web site data into one national network. The online mapping technology searches the network, which links all the cities and counties in the United States.

DIGITAL MEDIA

With the digital edition of BXJ, www.bxj-digital.com, readers view your rich media message via video overlays, interactive flash media and/or slide shows. Users can click on live Internet and e-mail links located throughout articles and ads. They can also search content and archives; share articles with friends; download the publication, and more. And, Digital Media Special Editions showcase your state, region and communities to prospective, progressive and innovative companies.

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SOCIAL MEDIA

Visit BXJ at Facebook.com and post comments to our wall in regard to the business growth process, economic development initiatives, conferences and events. Learn about new initiatives, such as Strengthening Brand America, and the results of indexes and indicators naming leading destinations for conducting business. At the discussion board, the BXJ editorial board provides insights and expertise in regard to the site selection process and business trends.



AD RATES

AD SIZE	1X	3X	6X	10X
2-PG. SPREAD	\$8,860	\$7,680	\$6,900	\$6,215
FULL PAGE	\$4,875	\$4,225	\$3,800	\$3,420
1/2 PAGE	\$3,075	\$2,660	\$2,395	\$2,225
1/3 PAGE	\$2,215	\$1,995	\$1,795	\$1,670
1/4 PAGE	\$1,665	\$1,500	\$1,345	\$1,255
1/6 PAGE	\$1,250	\$1,125	\$1,005	\$ 945
1/8 PAGE	\$ 940	\$ 850	\$ 755	\$ 705

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

ALL SIZES ARE MEASURED
WIDTH BY HEIGHT IN INCHES.



IMPORTANT AD DATES

	INSERTION DEADLINE	ARTWORK DEADLINE
JAN	Nov 17	Nov 24
FEB	Dec 15	Dec 22
MARCH	Jan 21	Jan 28
APRIL	Feb 18	Feb 25
MAY	March 18	March 25
JUNE/JULY	May 20	May 27
AUG	June 17	June 24
SEPT	July 22	July 29
OCT	Aug 19	Aug 26
NOV/DEC	Oct 14	Oct 21

AD REQUIREMENTS

We accept files via e-mail, CD, or FTP. We can directly open most Macintosh software and translate the following PC software: QuarkXpress, Photoshop, Illustrator and InDesign. We also accept print optimized PDF files, high resolution TIFF files and JPEG files.

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. To ensure quality, the publisher requires that proofs accompany all material. The publisher and printer will not accept responsibility for quality when Cromalin or color key proofs are not submitted.



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