

ISSUE	JANUARY	MARCH	MAY	JULY	SEPTEMBER	NOVEMBER
<b>DEADLINES</b>	Space: Dec. 4, '08 Material: Dec. 11, '08 Mail: Dec. 30, '08	Space: Feb. 5, '09 Material: Feb. 12, '09 Mail: Feb. 27, '09	Space: April 10, '09 Material: April 17, '09 Mail: April 30, '09	Space: June 4, '09 Material: June 11, '09 Mail: June 30, '09	Space: Aug. 6, '09 Material: Aug. 13, '09 Mail: Aug. 31, '09	Space: Oct. 8, '09 Material: Oct. 15, '09 Mail: Oct. 30, '09
<b>THEME</b>	Sustainable Development	New Plant Tallies	Area Developers	Technology Centers	Infrastructure & Logistics	Business Climate Report
<b>FEATURES</b>	The Green Imperative Alternative Energy Super Sites The Global Best to Invest Rankings	The Governor's Cup Top States, Metros & Industries Top Micropolitans Airport Cities	Competitiveness Award Top Groups & Deals Economic Developers Directory M&A Strategies	Research & Science Parks Universities and Economic Development Global R&D Hubs Property Pages	Annual Infrastructure Report Top Utilities Utility Directory Portfolio Risk Management	State Legislative Review Incentives Update Business Climate Rankings Directory of Ports & Free Trade Zones
<b>NORTH AMERICAN SPOTLIGHTS</b>	<b>STATES</b> Georgia Idaho Indiana Michigan Mississippi New York (Metro NYC)	Southern California Florida Illinois Maryland New Mexico Puerto Rico	Alabama Colorado Iowa Kentucky Ohio South Carolina Utah	Arkansas Louisiana New Jersey Oklahoma Oregon Wisconsin	Arizona Northern California Massachusetts Nevada North Carolina Pennsylvania Texas	Kansas Minnesota Nebraska New York (Upstate) Tennessee Virginia Washington
	<b>REGIONS</b> Central Plains States (KS, MO, NE, ND, OK, SD) Pacific Northwest (AK, OR, WA) Western Canada (MB, SK, AB, BC)	Northeast States (NJ, NY, PA) Mississippi River Corridor South Central States (AR, LA, OK, TX)	Great Lakes Region (U.S. & Canada) New England (CT, ME, MA, NH, RI, VT) Québec	Atlantic Canada Rocky Mountains (CO, ID, MT, UT, WY) Southeast (AL, FL, GA, MS, NC, SC, TN) U.S.-Mexico Border	Mid-Atlantic (DE, DC, MD, WV, VA) Upper Midwest (IA, IL, MI, MN, WI)	Ohio River Corridor Southwest (AZ, NV, NM) Ontario
<b>INTERNATIONAL FOCUS</b>	Mexico The Mediterranean Hong Kong & China's Pearl River Delta	Central America Africa	European Union South America Southeast Asia	The Caribbean Eastern Europe Italy South America	Canada's Best Locations Malaysia United Kingdom	China Germany Middle East
<b>INDUSTRY REPORTS</b>	North American Automotive Building Materials Emerging Logistics Hubs World Call Centers	European Biotech Pharmaceuticals Transportation Equipment	European Automotive North American Life Science Centers Alternative Energy Hubs	Food Processing Advanced Manufacturing Plastics	Energy Innovations Chemicals Logistics & Distribution	Aerospace Medical Devices & Equipment Travel & Tourism
<b>BONUS INDUSTRY REPORTS: NEWS &amp; NOTES ON KEY SECTORS</b>						
<b>SPECIAL DISTRIBUTION</b>	IAMC Professional Forum Asheville, N.C. MIPIM Cannes, France Summit of the Americas Trinidad WAIPA Geneva, Switzerland	IAMC Professional Forum Asheville, N.C. MIPIM Cannes, France Airport Cities Athens, Greece	Cityscape – China Shanghai Bio 2009 Atlanta, Ga. World Forum for Direct Investment Lithuania WAIPA Milan, Italy	IAMC Professional Forum Minneapolis, Minn. AURP, Vancouver, B.C. Bio 2009, Atlanta, Ga. CIFIT, Shanghai, China IEDC, Reno, Nev. WAIPA, Milan, Italy World Free Zone Convention Shanghai, China	IAMC Professional Forum Minneapolis, Minn. CIFIT, China Expo Real, Germany IEDC, Reno, Nev.	MIPIM – Asia Hong Kong AURP 2009 Annual Conf. Vancouver, B.C., Canada World Free Zone Convention Shanghai, China

# SITE Selection

## 2009 Ad Rates & Material Requirements

Effective January 1, 2009. All rates are in US \$.

### BLACK AND WHITE RATES

UNIT SIZE	6X	4X	3X	1X
2-Page Spread	\$11,040	\$11,620	\$12,230	\$13,590
Full Page	7,255	7,710	8,120	8,355
2/3	5,535	6,085	6,410	7,195
1/2	4,665	4,870	5,140	5,700
1/3	3,250	3,370	3,540	4,170
1/6	1,615	1,850	1,930	2,125

### COVERS

Inside Front	8,485	9,045	9,525	10,330
Inside Back	7,740	8,780	9,240	9,920
Back	8,910	9,345	9,865	10,660

### FREQUENCY PAGE RATE

Rates are based upon the total number of insertions within 12 months from the date of first insertion. Two or more units of space in one issue count as multiple units.

### COLOR RATES ARE PER PAGE OR FRACTION OF PAGE

Black ink is included in the space rate as the first color.

4-color process ..... \$2,400

**BLEED** — No extra charge

### POSITIONS

Guaranteed special positions are 10% additional and may be cancelled only on 90-day notice. Preferred positions are sold on a first-come, first-served basis. Contracted positions receive the right of first refusal on contract renewals.

### BOUND-IN INSERTS

Standard inserts are those that conform exactly to the trim size and do not include folds, attachments, die-cuts, pop-ups, pull-outs or fold-outs. Call for rate quotation, quantity requirements and mechanical requirements. Non-standard inserts: submit a sample, including stock, for a quotation.

Business Reply Card, printed by publisher (must be accompanied with a full-page ad): \$4,400. Cards must meet postal barcode requirements.

### POLYBAGGED INSERTS

Inserts may be included in the polybag as a cost-effective means of reaching North American and overseas executives. Submit a sample, including stock, to your sales representative for pricing.

### SHORT RATES AND REBATES

Advertisers will be short rated if, within a 12-month period from date of first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from date of first insertion, they have used sufficient space to warrant a lower rate than that at which they have been billed.

### TERMS

Due upon presentation of invoice.

### AGENCY COMMISSIONS

15% of gross billing is allowed to advertising agencies on space, inserts, color and position only. No commission is allowed on other items, such as the cost of film, printing, reprints, etc. No agency commission is allowed for accounts over 30 days past due.

### RESPONSIBILITY FOR PAYMENT

In the event of non-payment, the publisher reserves the right to hold the advertiser and/or the advertiser's agency jointly and severally liable for monies due the publisher.

### LIABILITY

Advertisers and their advertising agencies are liable for all content, including text, representations and illustrations, in advertisements and are responsible for all claims arising thereof made against the publisher, including the publisher's actual attorney's fees.

Advertisers and their advertising agencies agree to release *Site Selection* from any claim or expense resulting from the unauthorized use of artwork, name, photo or copyrighted material in connection with their advertising.

When advertising copy is not furnished before material deadline, the publisher is authorized to prepare a new ad or repeat a previous ad.

The publisher will not be bound by any conditions, printed or otherwise, that appear in an insertion order or contract when those conditions conflict with the terms and conditions of this rate card.

*Site Selection* reserves the right to reject any advertising that the publisher feels is not in keeping with the publication's standards. The publisher reserves the right to place the word "advertisement" with copy which, in the publisher's opinion, resembles editorial material.

### LIABILITY FOR ERRORS

Publisher's liability is limited to the first insertion in which an error occurs that is the direct result of the publication's printing, mechanicals or typesetting.

### CANCELLATIONS

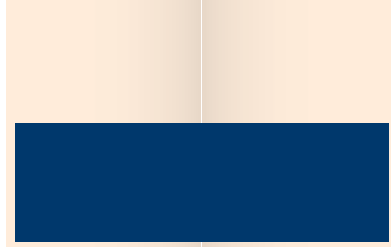
No cancellations are accepted after an issue's closing date. Cancellations must be received in writing.

## MATERIAL REQUIREMENTS

### ADVERTISING UNIT DIMENSIONS (width" x height")



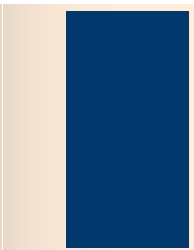
2-Page Spread (non-bleed)  
15" x 10"  
(381mm x 254mm)



1/2-Page Spread (non-bleed)  
15" x 4-7/8"  
(381mm x 124mm)



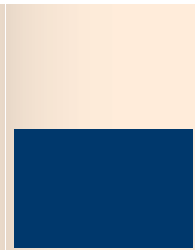
2/3-Page Horizontal  
7" x 6-5/8"  
(178mm x 168mm)



2/3-Page Vertical  
4-5/8" x 10"  
(118mm x 254mm)



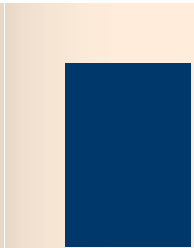
Full Page (non-bleed)  
7" x 10"  
(178mm x 254mm)



1/2-Page Horizontal  
7" x 4-7/8"  
(178mm x 124mm)



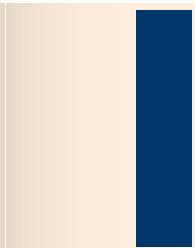
1/2-Page Vertical  
3-1/2" x 10"  
(89mm x 254mm)



1/2-Page Island  
4-5/8" x 7-1/2"  
(118mm x 191mm)



1/3-Page Horizontal  
7" x 3-1/4"  
(178mm x 83mm)



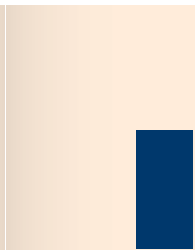
1/3-Page Vertical  
2-3/16" x 10"  
(56mm x 254mm)



1/3-Page Island  
4-5/8" x 4-7/8"  
(118mm x 124mm)



1/6-Page Horizontal  
4-5/8" x 2-3/8"  
(118mm x 60mm)



1/6-Page Vertical  
2-3/16" x 4-7/8"  
(56mm x 124mm)

### SPECIFICATIONS FOR BLEED ADS

2-Page Spread Bleed*	16-1/2" x 11-1/8" (419mm x 283mm)
Full Page Bleed*	8-3/8" x 11-1/8" (213mm x 283mm)
1/2 Page Spread Bleed*	16-1/2" x 5-9/16" (419 mm x 141mm)

\* Live copy should be kept 1/2" from the trim size on all bleed ads.



### PUBLICATION INFORMATION

Magazine Trim Size:  
8-1/8" x 10-7/8" (206mm x 276mm)

Printing/Binding Method:  
web offset/perfect bound

Print Line Screen:  
150 lpi

### MATERIALS SPECIFICATIONS

The Site Selection production department is Macintosh based and uses computer-to-plate technology. It is encouraged that submission of advertising materials be done electronically or sent on disc.

For information on sending files electronically contact Bob Gravlee, Production Coordinator, at (770) 325-3477, toll-free: 1-800-554-5686, or by e-mail: bob.gravlee@conway.com.

Materials should be submitted to U.S. standards using these recognized programs: InDesign, Illustrator, Photoshop, or PDF (hi-res). The resolution of raster images (eg: Photoshop files) must be at least 300 dpi. Macintosh platform is preferred. Non-recognized software are submitted, ad materials may be refused or subject to outside vendor conversion processing fees. Ads must include all electronic artwork: page layout file of ad, logos, photos, and fonts. A hardcopy proof is required. If a hardcopy is not submitted, Site Selection will not be held accountable for any discrepancies in the final product.

### PROOFS

All color ads should have a color-accurate, hard-copy proof for press matching. If a proof is not provided, Site Selection reserves the right to create a color proof and expenses associated with the proof will be the responsibility of the client or agent of the client.

### PRODUCTION CHARGES

Production work undertaken by the publisher to enable an advertisement to meet requirements and specifications will be billed at the publisher's cost.

**SITE** Selection  
A Conway Data Publication



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Norcross, Georgia 30092 U.S.A.  
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# SITE Selection

## Special Advertising Section 2009 Calendar



**JANUARY** Space by Dec. 4, '08  
Material by Dec. 11, '08 • Mail on Dec. 30, '08

- Top Caribbean Locations
- Air Commerce & General Aviation
- Motorsports Industry Locations

**MARCH** Space by Feb. 5, '09  
Material by Feb. 12, '09 • Mail on Feb. 27, '09

- Maritime Industries
- The Construction Report: Top Builders & Contractors
- Crossroads of Commerce: Interstate Corridors & Trade Routes
- Photovoltaics: The Top Solar Clusters

**MAY** Space by Apr. 3, '09  
Material by Apr. 10, '09 • Mail on Apr. 30, '09

- Sale/Leaseback Transactions
- Service Provider Showcase
- Shovel-Ready Sites
- Mexico Advantage

**JULY** Space by June 4, '09  
Material by June 11, '09 • Mail on June 30, '09

- Leaders in Industrial Real Estate
- Economic Incentives Programs
- Zones of Opportunity
- Investing in Spain

**SEPTEMBER** Space by Aug. 6, '09  
Material by Aug. 13, '09 • Mail on Aug. 31, '09

- Biotech Location Strategies
- Work-Force Training Programs
- The Military Economy

**NOVEMBER** Space by Oct. 8, '09  
Material by Oct. 15, '09 • Mail on Oct. 30, '09

- Top Business Park Locations
- Site Selection Technology & GIS

**Call your account executive to reserve space at 1-800-554-5686.**

## In Every Issue ... Unparalleled Focus, Analysis and Insight

**Question & Insight:** In easy-to-read Q&A format, this *Site Selection* staple has in the past featured **exclusive interviews** with Dennis Cuneo of Toyota, David Winstead of the GSA, Ron Zappile of United Technologies, former AOL TimeWarner real estate executive Deborah Rockkind of Venable and a host of state governors.

**World Reports** and **North American Reports:** With brief but loaded treatments of new projects and the issues and trends they reflect, these **front-of-the-book news digests offer readers quick-hitting glimpses** that are no less insightful for their brevity.

**SITE Visit:** Debuted in 2008, this department offers in-depth interviewing and analysis surrounding the top projects in the news, and what they mean to their companies, industries and locations. Spun out of the reporting we conduct for our news digest sections, this new section digs behind the fanfare to see **what really drives deals to fruition.**

**IAMC Insider:** The association for **industrially focused corporate real estate practitioners**, the Industrial Asset Management Council ([www.iamc.org](http://www.iamc.org)) proudly calls *Site Selection* its official publication. Check here for our popular "Meet a Member" profiles, Professional Forum updates, a word from the chair and member news.

**Technology Toolbox:** This popular and practical department made its *Site Selection* debut in March 2004. Highlighting **technical tools that facilitate the practice of corporate real estate and facilities management**, Technology Toolbox always features exclusive interviews with corporate end users.

**Project Finance and Incentives:** One of the first steps in site prep is the **design and engineering of cash flow.** Since making its debut in 2007, this department has addressed such topics as ethanol funding, TIF, venture capital attraction and public-private partnerships. With a case study approach, we assess the field of project assessment, and examine the kinds of credit facilities used to create constructed facilities.

### In every article,

we draw on our exclusive New Plant Database, more than 100 years of accumulated editorial experience and the power of exclusive interviews with the people who make projects happen. Driven by the research orientation that has been central to Conway Data for more than 50 years, *Site Selection* aims for a degree of due diligence appropriate to decision-making in multinational corporate real estate.