

ISSUE	JANUARY	MARCH	MAY	JULY	SEPTEMBER	NOVEMBER	
DEADLINES	Space: Nov. 22, '05 Material: Nov. 29, '05 Mail: Dec. 29, '05	Space: Jan. 24, '06 Material: Jan. 31, '06 Mail: Feb. 28, '06	Space: Mar. 22, '06 Material: Mar. 29, '06 Mail: April 28, '06	Space: May 23, '06 Material: May 30, '06 Mail: June 28, '06	Space: July 21, '06 Material: July 28, '06 Mail: Aug. 29, '06	Space: Sept. 22, '06 Material: Sept. 29, '06 Mail: Oct. 31, '06	
THEME	Real Estate Services	New Plant Tallies	Area Developers	IAMC Special Report	Infrastructure & Logistics	Business Climate Report	
FEATURES	Service Provider Directory Mega Sites Interstate Corridor Update	The Governor's Cup Top States & Metros Top Industries Top Micropolitans	Competitiveness Award Top Groups & Deals Economic Development Directory Universities and Economic Development	Industrial Project Case Study Military Bases & Redevelopment Asset Disposition Strategies	Annual Infrastructure Report Top Utilities Utility Directory	State Legislative Review Incentives Update Business Climate Rankings	
NORTH AMERICAN SPOTLIGHTS	STATES	Georgia Indiana Michigan Mississippi New York (Metro NYC & Hudson Valley) Utah	Southern California Illinois Maryland New Mexico South Carolina Wisconsin Puerto Rico	Alabama Colorado Florida Idaho Iowa Kentucky Ohio	Arkansas The Dakotas Louisiana Missouri New Jersey Oklahoma Oregon	Northern California Massachusetts Nebraska Nevada Pennsylvania Texas Washington	Arizona Kansas Minnesota New York (Upstate) North Carolina Tennessee Virginia
	REGIONS	Central Plains States (KS, MO, NE, ND, OK, SD) Lower Mississippi River Corridor Pacific Northwest (AK, OR, WA) Western Canada	Northeast States (NJ, NY, PA) Upper Mississippi River Corridor Atlantic Canada South Central States (AR, LA, OK, TX)	New England (CT, ME, MA, NH, RI, VT) Great Lakes Region (U.S. & Canada) U.S.-Mexico Border	Southeast (AL, FL, GA, MS, NC, SC, TN) Rocky Mountains (CO, ID, MT, UT, WY) U.S.-Canada Border	Mid-Atlantic (DE, DC, MD, VA) Upper Midwest (IA, IL, MI, MN, WI) Québec	Southwest (AZ, NV, NM) Ohio River Corridor Ontario
INTERNATIONAL FOCUS	Eastern Europe Ireland Mexico	Africa/Middle East Southeast Asia France	Canada 2006 United Kingdom South Korea	Australia & New Zealand The Caribbean China Italy	Central & South America India Spain	Germany Russia & C.I.S. Scandinavia	
INDUSTRY REPORTS	North American Automotive European Life Sciences Call Centers (Americas)	North American Life Science R&D Centers Financial Services Transportation Equipment	European Automotive Pharmaceuticals Telecom	World Call Centers Plastics & Chemicals Food Processing Semiconductors & Electronics	Asian Automotive Energy Logistics/Distribution Medical Devices & Equipment	Aerospace Building Materials Machinery Manufacturing	
SPECIAL DISTRIBUTION	Contact Center and Strategic Sourcing Summit - Americas	IAMC Professional Forum — San Diego, Calif. CoreNet Global — Philadelphia, Pa. MIPIM — Cannes, France	BIO 2006 — Chicago, Ill.		IAMC Professional Forum — Williamsburg, Va. CoreNet Global — New Orleans, La. NAIOP — San Francisco, Calif.		

SITE Selection

2006 Ad Rates & Material Requirements

Effective January 1, 2006. All rates are in US \$.

BLACK AND WHITE RATES

UNIT SIZE	1X	3X	4X	6X
Full Page	\$7,720	\$7,500	\$7,120	\$6,700
2/3	6,645	5,910	5,620	5,115
1/2	5,260	4,745	4,500	4,305
1/3	3,850	3,265	3,110	3,000
1/6	1,960	1,780	1,710	1,490

COVERS

Inside Front	9,550	8,795	8,355	7,840
Inside Back	9,160	8,540	8,111	7,150
Back	9,860	9,0850	8,630	8,225

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.	
Metallic inks	Call for quotation
Matched PMS colors* per color	\$ 895
4-color process	2,400
PMS colors, per color	1,210

*Matched as closely as possible to PMS colors using process inks. PMS numbers must be specified for matching.

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): \$4,295. 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 a quotation.

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; 2% cash discount if paid within 10 days 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 and insert same.

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.

MECHANICAL REQUIREMENTS

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 using our FTP site; e-mail (call the toll-free number below for information on sending files electronically); or on removeable media (Zip® or CD-ROM). Materials should be submitted to U.S. standards using these recognized programs: QuarkXpress, Illustrator, Freehand, PDF, Photoshop or InDesign. **Macintosh platform is preferred.** *If files from other platforms and/or non-recognized software are submitted, ad materials may be refused or subject to outside vendor conversion processing fees.* Requisite materials for ads must include all electronic artwork (logos, photos, etc.); text files for entire ad content; 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. Materials for publication set ads must be received four (4) weeks prior to the materials deadline noted on the editorial calendar.

PROOFS

All color ads must have a Matchprint or other "contract" proof. 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.* Hard proofs of publication set ads will be furnished if requested, provided deadlines are met.

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.

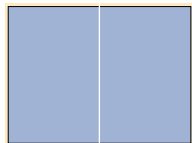
PUBLICATION SPECIFICATIONS

Trim Size: 8-1/8" x 10-7/8" (207mm x 274mm)

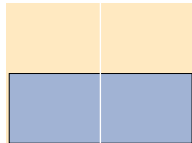
Printing/Binding Method: Web offset/perfect bound

Print Line Screen: 150 lpi

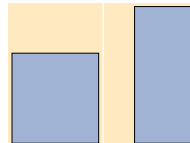
ADVERTISING UNIT DIMENSIONS



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

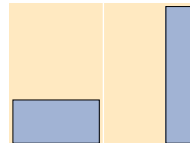


1/2-Page Spread
15" x 4-7/8"
(381mm x 124mm)



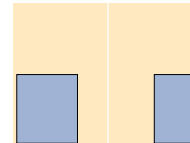
2/3 Page Horizontal
7" x 6-5/8"
(178mm x 168mm)

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



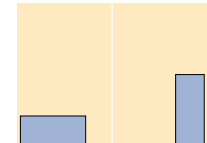
1/3 Page Horizontal
7" x 3-1/4"
(178mm x 83mm)

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



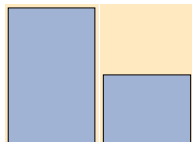
1/3 Page Island
4-5/8" x 4-7/8"
(118mm x 124mm)

1/4 Page Island
3-3/8" x 4-7/8"
(86mm x 124mm)



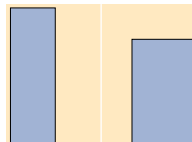
1/6 Page Horizontal
4-5/8" x 2-3/8"
(118mm x 60mm)

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



Full Page
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)



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

SPECIFICATIONS FOR BLEED ADS

UNIT SIZE	Width	Depth
Full Page Spread Bleed*	16-3/4" (425mm)	11-1/8" (283mm)
Full Page Bleed*	8-3/8" (213mm)	11-1/8" (283mm)
1/2 Page Spread Bleed*	16-3/4" (425mm)	5-9/16" (141mm)

*Live copy should be kept at a minimum of 1/2" from the trim size on all bleed ads.

SITE Selection
is published by Conway Data, Inc.



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Toll-free: 1-800-554-5686
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SITE Selection

Special Advertising Section 2006 Calendar

JANUARY Space by Nov. 22, '05 • Material by Nov. 29, '05 • Mail on Dec. 29, '05

- Emerging Logistics Hubs
- The Role of Lending Institutions in Corporate Real Estate

MARCH Space by Jan. 24, '06 • Material by Jan. 31, '06 • Mail on Feb. 28, '06

- Quality-of-Life Leaders
- Top Health-Care Services Locations

MAY Space by Mar. 22, '06 • Material by Mar. 29, '06 • Mail on Apr. 28, '06

- Sale/Leaseback Transactions
- Service Provider Showcase

JULY Space by May 23, '06 • Material by May 30, '06 • Mail on June 28, '06

- Leaders in Industrial Real Estate
- Economic Incentives Programs

SEPTEMBER Space by July 21, '06 • Material by July 28, '06 • Mail on Aug. 29, '06

- Biotech Location Strategies
- Work-Force Training Programs

NOVEMBER Space by Sept. 22, '06 • Material by Sept. 29, '06 • Mail on Oct. 31, '06

- Top Business Park Locations
- The Role of Venture Capital in Economic Development

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, Joe Moravec of the GSA, Ron Zappile of United Technologies and a host of state governors.

World Reports and **North American Reports:** With brief but loaded treatments of projects and the issues that affect them, these front-of-the-book sections offer readers quick-hitting glimpses that are no less insightful for their brevity.

IAMC Insider: The association for industrially focused corporate real estate practitioners, the Industrial Asset Management Council (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.

Interstate Update: Making its debut in 2006, this department revives the *Site Selection* tradition of highlighting how Interstate highway corridors influence industrial development. "Interstate Update" looks at new highway projects and the new corporate projects that come with them.

Environmental Update: A new department in 2006, this section addresses such subjects as brownfields, regulatory news, air and water issues, LEED certification and other aspects of the drive to sustainability. In the *Site Selection* tradition, we get out of the way and let the projects tell the stories.