

Economic Development in the World's Fourth-Largest Economy

# SOUTHERN

## BUSINESS & DEVELOPMENT

# MEDIA PLAYBOOK

## 2013

Since 1992:  
About economic development  
in the South, but read up North!



In 2011 and 2012, *Southern Business & Development* appeared in the following:



## Our Products and Services



iWinkPR is a new service provided by [RandleReport.com](http://RandleReport.com) that gives subscribers their own username and password to post up to two stories, videos or press releases each day about their state or community on [RandleReport.com](http://RandleReport.com). For less than \$10 a day, you become the media by handling your own public relations in the wink of an eye. Additional media properties are planned for this service. Contact Mike Randle at 205-871-1220 for more information on getting set up with this innovative service for economic development agencies in the South.



[RandleReport.com](http://RandleReport.com) posts every significant business, economic development and political story that breaks each hour of the day in the South in real time. Over 55,000 stories from the South aggregated and archived in its first two years. Visitors to The Randle Report averaged over 15 pages and 18 minutes per session in 2012.



SB&D is the South's only economic development magazine. Just in 2011 and 2012, SB&D was quoted and/or featured on CNN, Time, AP, ABC News, Fox News, CNBC, MSNBC, PBS, The Huffington Post, Yahoo, Al Jazeera, the BBC and in dozens of other electronic media and in publications such as *The Wall Street Journal*, *The Weekly Standard*, *USA Today* and *The New York Times*.



Southern Business & Development's longest-running Website, [SB-D.com](http://SB-D.com), has been live since 2000. Thousands of archived pages and a strong readership throughout the world make SB-D.com one of our advertisers' favorite buys.



This site, which focuses on the South's growing automotive sector is legendary for its editorial content and is the only site on the planet that focuses on development of the Southern Automotive Corridor.



This Web site is dedicated to promoting economic development in the rural American South and cross markets with *Southern Business & Development's* Small Town South issue that comes out each December.



[RandleSportsReport.com](http://RandleSportsReport.com) went live on August 31, 2012. The site aggregates every significant sports story in the South each and every day. [RandleSportsReport.com](http://RandleSportsReport.com) gives its readers all of the South's college and pro football news in one place, along with other sports in the region.



Several times in the last few years, we have been asked to form an organization that brings together the best minds in economic development in the South. This invitation-only group will have its first meeting in 2013. Contact Mike Randle at 205-871-1220 for more information about the Southern Economic Development Roundtable.

# 2013 Editorial Calendar

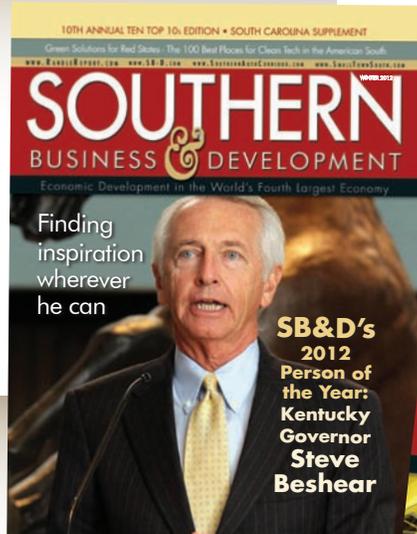
## Winter 2012-2013

20th Anniversary Issue and  
11th Annual Ten Top 10s Issue

### Deadlines

Space/Materials: March 8, 2013

Publishing Date: March 25, 2013



Winter 2012

## Spring 2013

20th Annual SB&D 100 Issue

### Deadlines

Space/Materials: June 7, 2013

Publishing Date: June 24, 2013



Spring 2012

## Summer 2013

6th Annual Made in the South Issue

### Deadlines

Space/Materials: September 6, 2013

Publishing Date: September 23, 2013



Summer 2012

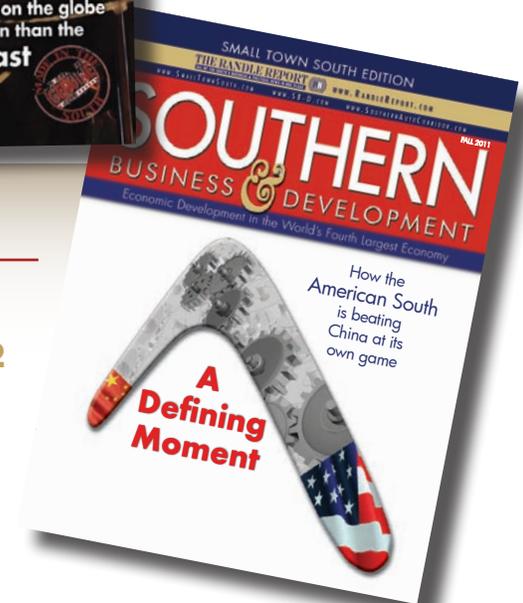
## Fall 2013

17th Annual Small Town South Edition

### Deadlines

Space/Materials: December 2, 2013

Publishing Date: December 23, 2013



Fall 2012

## Print Advertising Rates and Mechanicals

### Effective Winter 2013

All display rates are gross and subject to agency commission of 15 percent. Publisher prepared supplements and reprints are net.

#### Black & White

Ad Size	1x	2x	3x	4x
Spread	\$7140	6615	6300	5985
Page	\$4200	3990	3570	3360
2/3	\$3100	2940	2730	2415
1/2	\$2570	2415	2250	2035
1/3	\$1785	1680	1530	1365
1/4	\$1365	1260	1155	1050
1/6	\$945	840	735	685

- Color: Standard AAA: \$300. Four-color process: \$900.
- Bleed: No charge
- Preferred Positions: Back cover 15% charge. IFC and IBC 10%.
- Cancellations: Must be made in writing no later than 10 days prior to space closing date. Short rates apply.

**OUTPUT FROM DISK:** SB&D Magazine is produced using Adobe InDesign CS5. Accepted applications from disk are Illustrator CS5 or earlier, InDesign CS5 for Macintosh and Photoshop CS5 for Mac or earlier. Disk formats accepted are DVD, CD or Flash Drive. A laser copy should accompany the disk. Additional formats will require rebuilding of the ad. These include Microsoft Word, Publisher, Microsoft PowerPoint, Corel Draw or any native files in PC format. Fees are based on ad layout charges of \$60 an hour. SB&D is not responsible for errors in file production, such as trapping and overprinting issues that might alter the final printed ad. If you have additional questions, email Lori Leath Smith at lorismithdesign@cox.net.

**MATERIALS:** We accept electronic files only, preferably uploaded to our ftp site\* or delivered on CD/DVD. Hi-Res PDF, TIF and EPS files are preferred, however we will accept native Illustrator CS3, Adobe InDesign CS3 and Photoshop CS3 files (with fonts and support files included). Incremental ads can be e-mailed in hi-resolution .pdf, .tif or .eps format only. No ads can be accepted in embedded Microsoft Word files, Corel Draw or Publisher files. If you do not have an ad, SB&D can design one for a fee based on \$60 an hour (usually no more than \$450 total for a full-page design). For additional information, email Lori Smith at lorismithdesign@cox.net.

#### Bulk Page Buys/Publisher Prepared Supplements

<b>Eight-Page Supplement</b>	<b>\$23,800</b>
<b>Sixteen-Page Supplement</b>	<b>\$33,800</b>
<b>Twenty-Four-Page Supplement</b>	<b>\$39,800</b>
<b>Thirty-Two-Page Supplement</b>	<b>\$48,800</b>

(Supplements include writing, editing, design and 1,000 reprints)

#### Additional Reprints of Publisher Prepared Supplements

	5,000	10,000
<b>Eight Pages</b>	<b>\$1,900</b>	<b>\$2,850</b>
<b>Sixteen Pages</b>	<b>\$2,550</b>	<b>\$3,875</b>
<b>Thirty-Two Pages</b>	<b>\$4,100</b>	<b>\$4,900</b>

#### Mechanical Specifications

SB&D is printed on web offset and is perfect bound.

- Trim Size: 8 3/8" x 10 7/8"
- Image Area: 7" x 10"

Unit Sizes	Width	Height
Spread (4-side-bleed)	17 1/4"	11 1/8"
Full Page	7"	10"
Full Page Bleed	8 5/8"	11 1/8"
2/3 Page	4 7/8"	10"
1/2 Page Island	4 7/8"	7 3/8"
1/2 Page Horizontal	7"	4 7/8"
1/3 Page Vertical	2 3/8"	10"
1/3 Page	4 7/8"	4 7/8"
1/4 Page	3 5/8"	4 7/8"
1/6 Page	2 3/8"	4 7/8"

#### Orders and Shipping

Ship Your Order and Materials to:  
 Mike Randle  
 Southern Business & Development  
 3605 Lorna Ridge Drive  
 Birmingham AL 35216  
 205-871-1220 • fax 205-822-6928

Email your advertisement to:  
 mike@sb-d.com and  
 lorismithdesign@cox.net

#### FTP Site Info

To upload files:  
 Go to [www.Box.net/login](http://www.Box.net/login)  
 Username: SB&D Advertisers (make sure to put a space between the D and A)  
 Password: adcopy123

\*\*Note: Please use your organization name and the month and year in your file name.

## Online Advertising Rates, Banner Mechanicals and Advertising Package Rates

Advertising on [RandleReport.com](http://RandleReport.com) and [RandleSportsReport.com](http://RandleSportsReport.com) includes banners and daily posts of stories, press releases and/or video.

### RandleReport.com

One month: \$2,000  
One quarter: \$3,500  
One year: \$12,000  
Banner sizes: 300 x 250  
and 500 x 80 pixels

### RandleSportsReport.com

Full site (except team pages)  
All year: \$10,000  
Season 1: August 1 to February 28: \$8,000  
Season 2: March 1 to July 31: \$2,000

### Team Pages

\*Full site and up to 2 teams: \$12,000  
Season 1 team page (up to 2 teams):  
\$4,000  
All year team page (up to 2 teams): \$5,000  
All year up to six team pages: \$6,000  
\* Team pages can change from Season 1 to 2.

Advertising on all other sites includes banners, logo click through and lead generation service.

### SB-D.com

One year: \$5,000  
Banner size: 500 x 80 pixels  
Logo click through: 195 x 70 pixels

### SmallTownSouth.com

One year: \$3,000  
Banner size: 210 x 230 pixels  
Logo click through: 195 x 70 pixels

Click through button on any one site: \$1,000 a year. Two sites: \$1,500. Three sites: \$2,000

\*Contact us for information on the use of flash and banner file sizes.

### SouthernAutoCorridor.com

One year: \$5,000  
Banner size: 500 x 80 pixels  
Logo click through: 195 x 70 pixels

## Hybrid Print/Online Advertising Packages

### Package 1

\$5,000 (published rate: \$7,440)  
Click through button on any two sites (not including [RandleReport.com](http://RandleReport.com)) and four 1/6 page, 4-color advertisements in SB&D

### Package 2

\$10,000 (published rate: \$12,800)  
One year on one Web site (not including [RandleReport.com](http://RandleReport.com)) and four 1/4 page, 4-color advertisements in SB&D

### Package 3

\$15,000 (published rate: \$25,440, \$25,140, \$28,200)  
One year on one Web site (not including [RandleReport.com](http://RandleReport.com)) and four full page, 4-color advertisements in SB&D  
or...  
One year on two Web sites (not including [RandleReport.com](http://RandleReport.com)) and four 1/2 page, 4-color advertisements in SB&D  
or...  
One year on [RandleReport.com](http://RandleReport.com), one year one Web site and four 1/4 page, 4-color advertisements in SB&D. \*Includes iWinkPR service

### Package 4

\$20,000 (published rate: \$43,440, \$43,140)  
One year on [RandleReport.com](http://RandleReport.com), one year on one Web site, four full page, 4-color advertisements in SB&D, and up to six team pages on [RandleSportsReport.com](http://RandleSportsReport.com) (You can give your sports advertising to your local supporting companies or use it yourself)  
or...  
One year on [RandleReport.com](http://RandleReport.com), one year on two Web sites, four 1/2 page, 4-color advertisements in SB&D and up to six team pages on [RandleSportsReport.com](http://RandleSportsReport.com) (You can give your sports advertising to your local supporting companies or use it yourself)  
\* Includes iWinkPR service, membership in the Southern Economic Development Roundtable

### Package 5

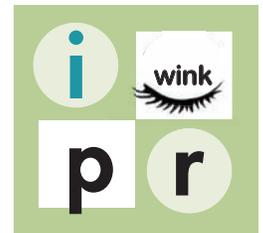
\$25,000 (published rate: \$61,840)  
One year on [RandleReport.com](http://RandleReport.com), one year on two Web sites, four full page, 4-color advertisements in SB&D and one year "full site" and up to six team pages on [RandleSportsReport.com](http://RandleSportsReport.com) (You can give your sports advertising to your local supporting companies or use it yourself)  
\* Includes iWinkPR service, membership in the Southern Economic Development Roundtable and speech by Mike Randle

### Package 6

\$35,000 (published rate: \$86,600)  
Six month curtain banner on [RandleReport.com](http://RandleReport.com), one year on [RandleReport.com](http://RandleReport.com), four full page, 4-color advertisements in SB&D, full advertiser on two Web sites, 8-page supplement\* in one issue of SB&D (\*includes 1,000 reprints), and one year "full site" and up to six team pages on [RandleSportsReport.com](http://RandleSportsReport.com). (You can give your sports advertising to your local supporting companies or use it yourself)  
\* Includes iWinkPR service, membership in the Southern Economic Development Roundtable and speech by Mike Randle

### iWinkPR: \$3,400 a year

iWinkPR is a new service provided by [RandleReport.com](http://RandleReport.com) that gives subscribers their own username and password to post up to two stories, videos or press releases each day about their state or community on [RandleReport.com](http://RandleReport.com). For less than \$10 a day, you become the media by handling your own public relations in the wink of an eye. Additional media properties are planned for this service. Contact Mike Randle at 205-871-1220 for more information on getting set up with this innovative service for economic development agencies in the South.



### Circulation

Total per issue circulation averaged 14,832 mailed magazines between the Winter and Fall 2012 editions of *Southern Business & Development*. Other copies such as promotional and house copies were not figured in the averaged total.

### Readership/Audience

SB&D continues to target c-suite executive readers in key markets and states located outside the American South. In addition, c-suite executives of companies located in major Southern markets are occasionally targeted when editorial content is suitable. States where readership is emphasized with each edition include Connecticut, Massachusetts, New Jersey, New York, and Pennsylvania in the Northeast; Illinois, Indiana, Michigan and Ohio in the Midwest and California and Washington State on the Pacific coast. Depending on industry targets, execs located in other U.S. states may or may not receive SB&D in any given quarter. On average about 500 execs located in Ontario receive SB&D. Approximately 900 site consultants and/or real estate executives doing business in the U.S. receive each edition as well.

### Sample Edition Title Breakdown

As of the Summer 2012 edition, 86 percent of all requested and non-requested readers held a CEO, chairman, president, partner, owner, vice-president or manager position. Of those, 36 percent held a CEO or ownership position.

### Sample Edition Industry Breakdown

The solar and wind energy, biofuels, automotive, aviation/aerospace, food products, distribution, headquarter and life sciences industries (including pharmaceutical) are targeted with each edition. Financial services are targeted with each edition except for the Rural American South issue. Depending on the edition, plastics, communications, chemicals, oil and gas, wood products, electronics, info tech, metal products and printing and publishing are targeted as well.

For more information on SB&D's readership, please contact Mike Randle at 205.871.1220 or [mike@sb-d.com](mailto:mike@sb-d.com).

### Paid Subscriber Base

In 2005, *Southern Business & Development* initiated an aggressive paid subscriber campaign. It's our opinion that SB&D is one of the top two "reads" in economic development publishing today. That being the case, we feel we have earned the right to get paid for our product as well as the hard work we put into it. Our paid subscriber campaign will continue in 2012 and beyond. In September of 2012, SB&D had more than 1,200 paid subscribers.

### Requested Subscriber Base

Requested subscriber readership (including paid) was at 7,305 mailed magazines as of the Summer 2011 edition. The majority of the requests are coming from SB&D's three Web sites, [www.SB-D.com](http://www.SB-D.com), [www.SouthernAutoCorridor.com](http://www.SouthernAutoCorridor.com), and [www.Small-TownSouth.com](http://www.Small-TownSouth.com). Restrictions have been designed for free requested subscribers. Only site consultants, corporate real estate managers/directors, corporate project managers, corporate facility managers/directors, c-suite executives and other high-ranking executives may receive SB&D as a free requested subscriber.

### Qualified Non-Requested Base

Qualified non-requested readership in 2012 made up slightly more than half of SB&D's readership base. Each issue of SB&D has a specific industry and editorial theme; therefore different non-requested readers are targeted with each edition. For example, the Small Town South edition each Fall targets entirely different industry sectors than our Ten Top 10s issue, which is more metropolitan driven. However, certain industry execs are targeted with each edition. Selected execs in the cleantech, automotive, aerospace, petrochemical, plastics, headquarter, distribution and food products industries receive SB&D each quarter.

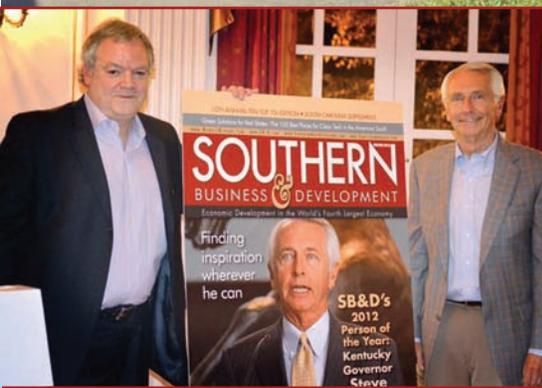
### Geographic Breakdown for the Summer 2012 Issue

New England	1,214	(CT,MA,ME,NH,RI)
Middle Atlantic	2,811	(NY,NJ,PA)
East-North Central	4,132	(IL,IN,MI,OH,WI)
West-North Central	292	(IA,KS,MN,MO,NE,SD)
South Atlantic	1,118	(DC,FL,GA,MD,NC,SC,VA,WV)
East-South Central	823	(AL,KY,MS,TN)
West-South Central	1,176	(AR,LA,OK,TX)
Mountain	375	(AZ,CO,ID,UT)
Pacific	2,591	(CA,HI,OR,WA)
Canada	493	(Ontario)

For more information on SB&D's readership, please contact Mike Randle at 205.871.1220 or [mike@sb-d.com](mailto:mike@sb-d.com)

# Being in the know unlike anyone you know

A perk for doing business with SB&D



**Did you notice** all of the national and international media property logos on the cover of this media kit? SB&D and/or one or more of its Web sites were cited in all of those media outlets in the past two years. The reason is SB&D is a trusted source of information not available from any other source. We know because we see the South from 30,000 feet.

When you advertise with SB&D and its online properties, you get some nice perks. Package advertisers of \$15,000 or more get the new service iWinkPR free of charge. Package advertisers of \$20,000 or more receive one membership in the new organization the Southern Economic Development Roundtable as a perk. But just as important, you get knowledge ... our knowledge of what is going on in economic development in the South.

And speaking of our new service iWinkPR; you can purchase that service for \$3,400 a year with no obligation to purchase any advertising. That's a cost of less than \$10 a day to gain valuable coverage about your community or state and the cool thing is, you post your videos, press releases and stories on RandleReport.com yourself, up to two a day.

So, decide now to do business with Southern Business & Development, its Web sites and public relations services. Also, if you are interested in becoming a member of the Southern Economic Development Roundtable, contact Mike Randle at 205-871-1220. The organization's first-ever meeting will be in 2013.



# SOUTHERN

## BUSINESS & DEVELOPMENT

### Where are all the big deals landing in the South?

Other than being in the South, these locations have one other thing in common. Do you know what it is?

They are all year-in/year-out, hybrid print/online advertisers with Southern Business & Development, The Randle Report, SB-D.com and/or SouthernAutoCorridor.com.

#### Oklahoma City, Okla.

Boeing, N/A, 1,000 jobs. January 2012

#### Louisville, Ky.

GE Appliances, N/A, 772 jobs, June 2012

#### Aiken, S.C.

Bridgestone, \$1.2 billion, 850 jobs. September 2011

#### Pryor, Okla.

Google, \$600 million, 100 jobs. May 2007

#### Sumter, S.C.

Continental Tire, \$500 million, 1,700 jobs. October 2011

#### Oklahoma City, Okla.

Boeing, N/A, 550 jobs. August 2010

#### Laurens, S.C.

ZF Group, \$430 million, 1,200 jobs. June 2010

#### Lake Charles, La.

Cheniere Energy, \$6.5 billion, 900 jobs. July 2011

#### Louisville, Ky.

Ford, \$1.2 billion, 3,100 jobs. October 2011

#### St. James Parish, La.

Nucor, \$750 million, 500 jobs. September 2010

#### Oklahoma City, Okla.

SandRidge Energy, \$150 million, 1,333 jobs. July 2011

#### Northeast Louisiana

Conagra Lamb Weston, \$211 million, 500 jobs. August 2009

#### Charleston, S.C.

Boeing, \$750 million, 3,800 jobs. October 2009

#### Richmond, Va.

Amazon.com, \$135 million, 1,350 jobs, February 2012

#### Columbus, Miss.

CaliSolar, \$600 million, 951 jobs. September 2011

#### Fort Worth, Texas

GE, \$386 million, 1,655 jobs. May and October 2011

#### Monroe, La.

CenturyLink, N/A, 800 jobs, August 2012

#### Little Rock, Ark.

Welspun, \$100 million, 200 jobs, February 2012

#### Winston-Salem, N.C.

Caterpillar, \$426 million, 510 jobs. July 2010

#### Little Rock, Ark.

Caterpillar, \$140 million, 600 jobs. January 2009

#### Charlotte, N.C.

Siemens Energy, \$170 million, 1,000 jobs. October 2010

#### Martinsville, Va.

RTI International Metals, \$100 million, 150 jobs. March 2008

Want to be on this list?  
Contact **Mike Randle** at 205-871-1220.