

# GCX

GLOBAL CORPORATE XPANSION

**2007 MEDIA KIT**



## WELCOME

**G**lobal Corporate Xpansion's editorial coverage offers invaluable information that corporations can apply when tackling today's site search process. As corporate site selection teams undertake the task of locating their ideal business climates, they refer to our features for in-depth perspectives on how to carry out cost-effective and seamless site searches.

Five times a year, GCX covers a variety of industries such as aerospace, automotive, back office operations, food processing and agribusiness, high-tech manufacturing, biosciences and many more. In 2007, we will feature an issue dedicated to logistics. We will also be adding regional profiles to each issue.

All five issues list thousands of U.S. and foreign economic development organizations to provide point-of-contact information so that company officials can obtain immediate answers to their questions. As a result, GCX has a longer shelf-life than most magazines.

What's more, each year we rank the top states according to different business categories, which are developed by an independent, third-party provider.

By working together as a team, GCX delivers your message to C-level decision-makers as they search for that perfect business destination.

Best regards,



Rachel Duran  
Editor



## 2007 EDITORIAL CALENDAR

### WINTER

#### Industry Spotlights:

- Aerospace
- Advanced Manufacturing Practices
- Incentives and Site Selection

**Regional Profile:** Southwest

### SPRING

#### Industry Spotlights:

- Quality of Life
- Economic Development Rankings
- Biosciences

**Regional Profiles:** Northeast and Central Canadian Provinces

### SUMMER

#### Industry Spotlights:

- Automotive
- Plastics
- Workforce Development

**Regional Profiles:** Southeast and Canada's Atlantic Provinces

### FALL

#### Industry Spotlights:

- High-tech Manufacturing
- Back Office Operations
- Alternative Energy

**Regional Profiles:** West and Canada's West Coast Provinces

### ANNUAL FOCUS ON LOGISTICS

#### Industry Spotlights:

- Food Processing and Agribusiness
- Facilities and Land

**Regional Profiles:** Midwest and Canada's Prairie Provinces



## CIRCULATION

GCX's readership consists primarily of C-level executives at manufacturing companies with the following titles: CEO, COO, CFO, Partner, President, Corporate Vice President, Corporate Manager/Director, Economic Development Director and Corporate Real Estate Director.

Ten-thousand copies of each issue are distributed to these corporate executives, site consultants, real estate executives and at industry trade shows and conferences. The following list is a sample of our targeted industries:

- Economic development organizations, chambers of commerce and site consultants
- Automotive
- Aviation/Aerospace
- Consulting Engineers
- Food & Kindred Products
- Health Services
- Life Sciences
- Manufacturing
- Paper, Printing, Publishing and Allied Products
- Private Developers
- Professional, Legal & Business Services
- Real Estate Companies
- Transportation/Distribution

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### COMPANY SIZE

1-49 Employees . . . . .	19%
50-99 Employees . . . . .	11%
100-499 Employees . . . . .	22%
500-999 Employees . . . . .	9%
1,000+ Employees . . . . .	39%

### EXECUTIVE TITLES

CEO, COO, CFO, Partner . . . . .	26%
VP/Other C-Level . . . . .	40%
Corporate Manager/Director . . . . .	24%
Economic Development Manager . . . . .	5%
Other Company Manager . . . . .	5%

## UNIQUE DELIVERY STRATEGY

GCX is delivered to requested subscribers and at several premier trade shows and industry-specific conferences. At events such as Food Process Expo, Heli Expo, National Manufacturing Week, BIO, IEDC, SEDC, and the Specialty Equipment Market Association, GCX reaches company executives that are often difficult to contact. The number of economic development organizations exhibiting at trade shows continues to increase each year. We want to make sure the exposure we are able to provide our customers at these shows continues to increase as well.

### Latitude<sup>3</sup> Media Group, LLC Custom Publishing

*Please consider our custom publishing division for all of your custom print needs. From promotional materials to custom magazines and brochures, our experienced staff provides top-quality services for writing, editing, graphic design, database management and printing. Our clients include companies both large and small, and we provide professional services to meet every budget.*

*For more information on Latitude<sup>3</sup> Media Group, LLC Custom Publishing, please call 205-949-1600 (ext. 1612) or simply e-mail your request to [tboozar@latitude3.com](mailto:tboozar@latitude3.com).*



## RATES AND PREMIUM PRICING

Ad Size	1X	3X	4X	5X
2-Pg. Spread	\$5,200	\$4,400	\$3,800	\$3,700
Full Page	\$3,000	\$2,600	\$2,400	\$2,200
1/2 Page Island	\$1,900	\$1,750	\$1,500	\$1,200
1/2 Page Horizontal	\$1,800	\$1,650	\$1,400	\$1,100
1/3 Page	\$1,575	\$1,275	\$1,100	\$ 950
1/4 Page	\$1,250	\$1,050	\$1,000	\$ 850
Listing	\$ 450	\$ 425	\$ 400	\$ 350

### Premium Spaces

Back Cover	\$4,000	All rates are based on black and white ads. Add \$400 for two-color ads. Add \$900 for four-color ads.
Inside Front Cover	\$3,750	
Inside Back Cover	\$3,500	

## 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

All sizes are measured **width by height** in inches.

## AD REQUIREMENTS

### CAMERA READY ARTWORK

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.

### KEY CHANGES

*Global Corporate Xpansion* will not be responsible for errors in keying. Proof of key changes will not be shown.

### ELECTRONIC MEDIA

We accept files via e-mail, FTP, Zip or CD. 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. Ad must be accompanied by a hard copy to guarantee output is correct. 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.

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