

The biggest location challenge regions face is distinguishing themselves from competitors. All investment promotion agencies face this challenge, be they national, regional, state, municipal, or county-level. In-depth editorial coverage delivered directly to corporate executives actively searching for new global offices or facilities offers a powerful and effective way to stand apart from the competition.

That's why hundreds of investment promotion agencies around the world have chosen Site Selection to deliver their message in a sponsored Investment Profile.

A Site Selection Investment Profile is a sponsored feature providing detailed editorial coverage of your region. Investment Profiles are linked in an issue of the Site Selection Dispatch weekly e-newsletter, as well as appearing on the siteselection.com home page for two weeks before being archived by region and target industries.



INVESTMENT PROFILES INCLUDE:

- ▶ Interviews with leading political leaders outlining your region's competitive advantages and economic development strategy.
- ▶ Interviews with corporate executives from companies that have located in your region explaining why your region was chosen over others, and discussing their experiences doing business in your region.
- ▶ Objective analysis of your region's advantages and attributes.
- ▶ Demographic, business-climate and labor force analyses.
- ▶ An in-depth review of your region's key infrastructure assets.
- ▶ Detailed review of key industries your region targets and incentives offered or planned to attract those industries.

INVESTMENT PROFILES RATES:

16-Page Profile (includes 50 magazine copies and 1,000 reprints)	\$68,800 <i>Includes one week of onsite research and reporting by a Site Selection editor.</i>
12-Page Profile (includes 50 magazine copies and 750 reprints)	\$59,900 <i>Includes onsite research and reporting by a Site Selection editor.</i>
8-Page Profile (includes 50 magazine copies and 500 reprints)	\$47,900
4-Page Profile (includes 25 magazine copies and 250 reprints)	\$28,500
2-Page Profile (includes 25 magazine copies)	\$17,900

“We have received dozens of inquiries about our projects when the profile is released and then we continue to utilize the re-prints at trade shows”

— George Swift, President/CEO
The Southwest Louisiana
Economic Development Alliance

