

# SOUTHERN BUSINESS & DEVELOPMENT

Economic Development in the World's Third Largest Economy

# Media Playbook 2024



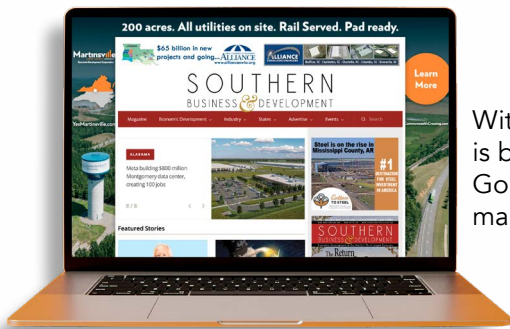
PRINT/DIGITAL

# SB&D

## Media Properties and Events

**Southern Business & Development and its three websites are the only media properties that cover economic development in the American South, the world's third largest economy.**

Southern Business & Development's attractive and informative magazine is designed to be read by consultants all over and CEOs primarily in the Northeast, Midwest and California. Our strategy is to tell the world about the advantages of the South for growing industry through our more-than-40-year knowledge of the region.



With the new launch of SouthernBusiness.com, new technology is being used to bring more readers to our digital properties. Go to our digital issue and then click on any print ad from the magazine. Whoa! Straight to our advertiser's website!

SB-D.com: This is the original magazine website that will eventually be replaced by SouthernBusiness.com. It will be operable and updated throughout 2024 and then will be retired, December 31, 2024.

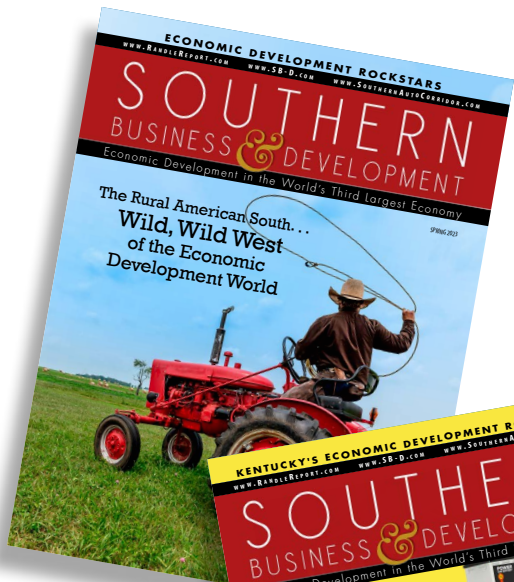


SouthernAutoCorridor.com documents the automotive industry in the South, which is leading all of North America in investment and job generation as we transition from combustion to electric. According to Alan Amici (CEO of CAR), "We are in the fourth year of a 111-year-old industry."



SB&D hosts at least two events per year. In 2024, those are SEDR@ThePearl@Rosemary and the Southern Auto Corridor Summit (SACS) at the Grand Bohemian Lodge in Greenville, S.C., August 15-17, 2024.

# Editorial Calendar.....



## Winter 2024

Southern Economic Development Roundtable Issue/  
Economic Developers Under 50  
*Deadlines*

*Space/Materials: March 18, 2024*  
*Publishing Date: May 2024*



## Spring 2024

Southern Automotive Corridor Issue/SB&D 100/  
Spotlight on South Carolina/  
Economic Developers Under 50  
*Deadlines*

*Space/Materials: June 14, 2024*  
*Publishing Date: July 2024*



## Summer 2024

Rural South Economic Development Issue/Workforce  
Development Issue/Spotlight on Tennessee and Kentucky  
*Deadlines*

*Space/Materials: August 30, 2024*  
*Publishing Date: September 2024*



## Fall 2024

Made in the South Issue/Site Consultants/SEDR Preview/  
Spotlight on Alabama  
*Deadlines*

*Space/Materials: November 15, 2024*  
*Publishing Date: December 2024*



# Annual Advertising Packages

*SB&D makes it easy to choose annual ad packages, renewable each year, to fit your advertising budget and strategy. We can also customize your ad package. Single-issue ad rates by request.*



## **Package 1 (Digital Only)**

\$3,000

- One year of click-through logo banners on SouthernBusiness.com, SB-D.com and SouthernAutoCorridor.com.

## **Package 2 (Print/Digital Hybrid)**

\$6,000

- One year of click-through logo banners, standard and large banners on SouthernBusiness.com, SB-D.com and SouthernAutoCorridor.com.
- One page of space in one year in Southern Business & Development Magazine.
- Includes lead generation system from all three websites.

## **Package 3 (Print/Digital Hybrid)**

\$9,000

- One year of click-through logo banners, standard and large banners and wrapper banners on SouthernBusiness.com, SB-D.com and SouthernAutoCorridor.com.
- One page of space in one year in Southern Business & Development Magazine.
- Includes lead generation system from all three websites.

## **Package 4 (Print/Digital Hybrid)**

\$10,000

- One year of click-through logo banners, standard and large banners and wrapper banners on SouthernBusiness.com, SB-D.com and SouthernAutoCorridor.com.
- Two pages of space in one year in Southern Business & Development Magazine.
- Includes invitation to one SEDR event.
- Includes lead generation system from all three websites.

## **Package 5 (Print/Digital Hybrid)**

\$15,000

- One year of click-through logo banners, standard and large banners and wrapper banners on SouthernBusiness.com, SB-D.com and SouthernAutoCorridor.com.
- Three pages of space in one year in Southern Business & Development Magazine.
- Includes invitation to both SEDR events.
- Includes lead generation system from all three websites.

## **Package 6 (Print/Digital Hybrid)**

\$20,000

- One year of click-through logo banners, standard and large banners and wrapper banners on SouthernBusiness.com, SB-D.com and SouthernAutoCorridor.com.
- Four pages of space in one year in Southern Business & Development Magazine.
- Includes invitation to both SEDR events.
- Includes lead generation system from all three websites.

## **Package 7 (Print/Digital Hybrid and iWinkPR)**

\$27,000

- One year of click-through logo banners, standard and large banners and wrapper banners on SouthernBusiness.com, SB-D.com and SouthernAutoCorridor.com.
- Eight pages of space in one year in Southern Business & Development Magazine.
- Includes invitation to both SEDR events.
- Includes lead generation system from all three websites.
- Includes iWinkPR — you can post your own stories, video, live events and press releases on the new SouthernBusiness.com.

## **Package 8 (Print/Digital Hybrid and iWinkPR)**

\$40,000

- One year of click-through logo banners, standard and large banners and wrapper banners on SouthernBusiness.com, SB-D.com and SouthernAutoCorridor.com.
- Sixteen pages of space in one year in Southern Business & Development Magazine.
- Includes invitation to both SEDR events.
- Includes lead generation system from all three websites.
- Includes iWinkPR — you can post your own stories, video, live events and press releases on the new SouthernBusiness.com.

**For more information  
about advertising, contact:**  
Michael Randle at [Michael@SB-D.com](mailto:Michael@SB-D.com)

# Specifications.....

## Print Ads

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 Horiz.	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"



Trim Size: 8 3/8" x 10 7/8"  
 Full Page Bleed: 8 5/8" x 11 1/8"  
 Image area: 7" x 10"

Magazine files should be supplied in PDF format with CMYK color. Files can be emailed if the file size does not exceed 10 MB. All files should be 300 dpi and 133 linescreen or higher.

## Digital Banners

UNIT SIZES	WIDTH	HEIGHT
Logo Banner	155 pixels	55 pixels
Standard Banner	800 pixels	50 pixels
Large Banner	300 pixels	250 pixels
Wrapper Banner	1270 pixels	946 pixels

Digital banners should be supplied in JPEG, PNG or GIF format.

