

SOUTHERN
BUSINESS & DEVELOPMENT

Media Playbook



SOUTHERN BUSINESS & DEVELOPMENT

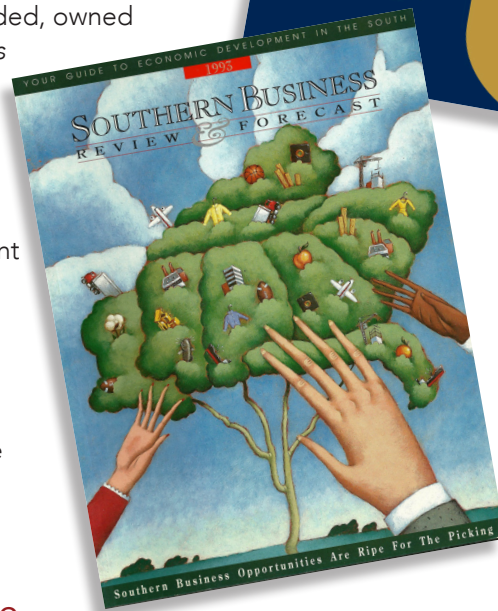
Who We Are

SouthernBusiness.com is owned and operated by MCR Publishing, Inc., based in Birmingham and Montgomery, Ala. With 84 years of experience between them, veteran journalists Stacy C. Randle and Michael C. Randle operate the daily site with their staff and vendors. Both produced Southern Business & Development magazine for 34 years and Michael C. Randle founded, owned and published as a 20-something (1983) the *Birmingham Business Journal* for almost a decade before selling the *BBJ* and founding Southern Business & Development in 1993.

What We Do

SB&D and SouthernBusiness.com report exclusively and professionally on the overall economy and economic development in the American South, the world's third largest economy based on GDP. SouthernBusiness.com guides growing companies to the region, as the South is widely considered to be the most successful economic development region in the world.

It also provides economic analyses of the South's economy, as well as the nation's, in a unique data-proven platform, such as the annual SB&D 100. Through data, SB&D links project activity to overall economic progress or regression. SouthernBusiness.com is fact-driven, bi-partisan journalism, plain and clear. Data rules!



Southern Economic Development Roundtable

SB&D also owns, operates and hosts a discussion each December among the finest minds in economic development and economics in the world called the Southern Economic Development Roundtable (SEDR@ RosemaryBeach, Fla.) at the Pearl Hotel. In 2026, it will be held December 10-12.



"The Southern Economic Development Roundtable is where capital meets conviction. It's one of the few rooms where you can trace the South's next decade of growth directly to the people structuring the deals."

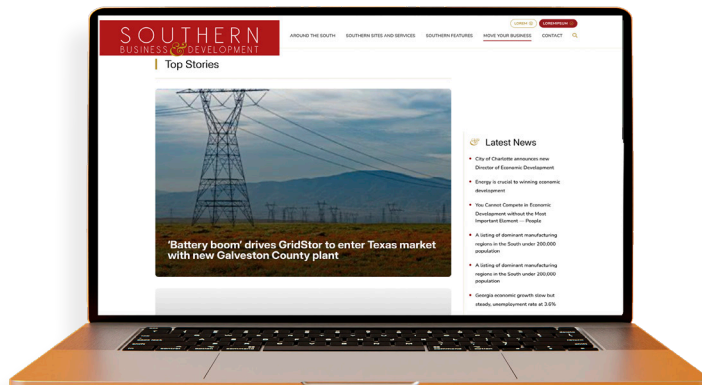
"The South is no longer simply competing on cost; it's competing on capability. The Roundtable helps make that evolution unmistakably clear."

– Mark Vitner, Chief Economist,
Piedmont Crescent Capital (Charlotte, N.C.)



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Annual Advertising Packages

Package 1 \$50,000/yr

- All the benefits of Advertising Package No. 2, plus Platinum Sponsorship and three invitations for SEDR@RosemaryBeach at the Pearl Hotel.
- All inquiries from industry execs sent to publisher Michael Randle's private channel on SouthernBusiness.com. You get Randle's personal leads.

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.

The new SouthernBusiness.com replaces the print product, Southern Business & Development Magazine (1992), as well as its website, SB-D.com (1997), both of which are being retired. The new SouthernBusiness.com will officially go live in the fall quarter of 2026.

SOUTHERN BUSINESS & DEVELOPMENT

	Package 2 \$25,000/yr	Package 3 \$20,000/yr	Package 4 \$10,000/yr	Package 5 \$5,000/yr	Package 6 \$3,500/yr
Medium Banner (300 pixels x 250 pixels)	●	●	●	●	●
Full Banner (468 pixels x 60 pixels)	●	●	●		
"Big Ass" Banner (970 pixels 250 pixels)	●	●			
Location or region on interactive maps (Aerospace, Automotive)	●	●	●	●	
Four-page digital flip-book to run on SouthernBusiness.com	●	●			
Preferred Southern Sites or Services listing and link	●	●	●	●	●
SEDR sponsorship and/or invitation (See detailed description for specifics)	●	●	●	●	
Lead generation reports from Community Inquiry form	●	●	●	●	
Posts on Latest News (See detailed description for frequency)	●	●	●	●	●



Michael Randle is available to speak to your group. The fee is \$5,000. Randle speaks to annual advertisers free of charge.

For more information
about advertising, contact:
Michael Randle at Michael@SB-D.com

Details

Advertising Package No. 1

\$50,000 annually

What you get for a year:

- All inquiries from industry execs sent to publisher Michael Randle's private channel on SouthernBusiness.com. You get Randle's personal leads.
- Platinum Sponsor and three invitations for SEDR@RosemaryBeach at the Pearl Hotel
- "Big Ass Banner" and all other banners
- Four-page flip-book on site (you design)
- Location or region on all interactive maps (Aerospace, Automotive)
- Preferred Southern Sites or Services listing and link
- Lead generation reports from "communal inquiry" form
- Three posts a week on "Latest News"

Advertising Package No. 2

\$25,000 annually

What you get for a year:

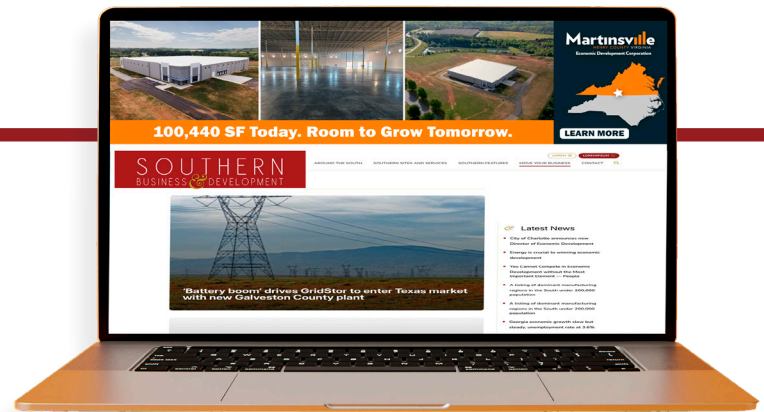
- "Big Ass Banner" and all other banners
- Four-page flip-book on site (you design)
- Location or region on all interactive maps (Aerospace, Automotive)
- Preferred Southern Sites or Services listing and link
- Gold SEDR sponsor and three invitations
- Lead generation reports from "communal inquiry" form
- Three posts a week on "Latest News"

Advertising Package No. 3

\$20,000 annually

What you get for a year:

- "Big Ass Banner" and all other banners
- Four-page flip-book on site (you design)
- Location or region on all interactive maps (Aerospace, Automotive)
- Preferred Southern Sites or Services listing and link
- Silver SEDR sponsor and two invitations
- Lead generation reports from "communal inquiry" form
- One post a week on "Latest News"



Advertising Package No. 4

\$10,000 annually

What you get for a year:

- Medium and Full Banners
- Location or region on all interactive maps (Aerospace, Automotive)
- Preferred Southern Sites or Services listing and link
- SEDR invitation
- Lead generation reports from "communal inquiry" form
- Two posts a month on "Latest News"

Advertising Package No. 5

\$5,000 annually

What you get for a year:

- Medium Banner
- Location or region on one interactive map (Aerospace, Automotive)
- Preferred Southern Sites or Services listing and link
- SEDR invitation
- Lead generation reports from "communal inquiry" form
- One post a month on "Latest News"

Advertising Package No. 6

\$3,500 annually

What you get for a year:

- Medium Banner
- One post a month on "Latest News"
- Preferred Southern Sites or Services listing and link

Digital Banners

SIZE	WIDTH	HEIGHT
"Big Ass" Banner	970 pixels	250 pixels
Medium Banner	300 pixels	250 pixels
Full Banner	468 pixels	60 pixels

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



Editorial Calendar

November 2026

Deadline: November 1, 2026

- State Reports
Focus on Alabama and Florida
- Law Firms That Know Economic Development in the South
- The Best Utilities in the South



January 2027

Deadline: January 5, 2027

- 34th Annual SB&D 100
- State Reports
Focus on Kentucky and Louisiana
- Industry Report
Southern Automotive Corridor
- The Rural American South
- Recap of 2026 SEDR@RosemaryBeach



March 2027

Deadline: March 1, 2027

- State Reports
Focus on Mississippi and South Carolina
- Industry Report
Southern Aerospace Corridor
- Southern Economic Development Hall of Fame,
- Southern Factory Towns



May 2027

Deadline: May 1, 2027

- Ten Top Tens
- State Reports
Focus on Tennessee, Virginia and Arkansas
- Regional Report
Along the Gulf
- Southern Tribal Economic Development



July 2027

Deadline: July 1, 2027

- State Reports
Focus on North Carolina, Georgia and Texas
- FDI in the American South
- Site Consultants and Economists Speak



What People Are Saying



"As I have sat through the SEDR roundtable discussions, I have come to appreciate the hours, days and years Michael has spent traveling across the Southern U.S., often with tales and stories that reveal just as much about the uniqueness of Southern economic development as the great industrial success we've enjoyed. Michael and Stacy have given us so much beyond the numbers, they have told us the stories of the people."

Neal Wade, Founding Partner Advanced Economic Development Leadership; CEO, Economic Development Partnership of Alabama; Alabama Development Office



"Having known Mike for decades, I can say his passion for Southern economic development is undeniable. He has always taken pride in uncovering the South's next major automotive project before it was announced. All but one! Mike and Stacy have built SEDR into a unique annual forum where industry leaders exchange ideas and strengthen the profession. I wish them both the very best in this exciting new chapter with SouthernBusiness.com."

Gray Swoope, CEO, VisionFirst; Enterprise Florida; Mississippi Development Authority



"Mike has always been at the forefront of what deals are considering the Southeast. His stories are always laden with facts, but also emotion — how one investment can positively impact a community for years. I look forward to the next chapter."

Holly Sears Sullivan, Vice President of WW Economic Development, Amazon; Rutherford County, Tenn. Chamber; Tennessee Department of Economic & Community Development



"I'm grateful for your partnership and look forward to working together in this exciting next chapter with SouthernBusiness.com."

Jason El Koubi, CEO, Virginia Economic Development Partnership



"I have known Mike Randle for over 40 years in economic development; his insights, reasoning and immutable data allow him to tell the real story about the South like no other source."

David Rumbarger, CEO Community Development Foundation, Tupelo, Miss.; ADECA; Conway Data; Progress Energy; Area Development Partnership (Hattiesburg, Miss.)



"More than simply an expert on the economy and on the Southern States, Mike is a convener. Mike has built a network of economic developers and given us a way to connect in a way that rarely exists. It's a skill that few have and that even fewer use to the benefit of others."

Henry Florsheim, Director, Cedar Hill, Texas Economic Development; CEO, Wichita Falls, Texas Chamber; CEO, El Dorado, Ark. Chamber; CEO, Louisiana Immersive Technologies Enterprise (LITE)



"The Southern Economic Development Roundtable (SEDR@RosemaryBeach) is where capital meets conviction. It's one of the few rooms where you can trace the South's next decade of growth directly to the people structuring the deals. The South is no longer simply competing on cost; it's competing on capability. The Roundtable helps make that evolution unmistakably clear."

Mark Vitner, Chief Economist, Piedmont Crescent Capital, Charlotte, N.C.; Senior Economist, Wells Fargo



"I have found SEDR (with Mike Randle at the helm) to address issues that are on the cusp of becoming relevant and significant. I don't how he accomplishes it, but Mike 'takes the temperature' of the world of economic development and puts together an agenda every year that allows for cutting edge, open and respectful discussions. There is nothing like SEDR and no one like Mike Randle!"

Raul J. Peralta, Senior Vice President, ECS Southeast, LLC



"I have been in the economic development business for 30 years now. I have learned more at Mike Randle's Santa Rosa, Fla. forums than in all the IEDC classes I took combined. And I learned from the best in the business, from local to state to regional leaders. Mike and Stacy have truly been assets in turning the South into the economic and industrial powerhouse it is today."

Clif Chitwood, CEO, Cotton-to-Steel, Mississippi County, Ark.



"Throughout my career, Mike Randle has been THE authoritative voice on economic development in the South. When I served as Tennessee's Commissioner of Economic and Community Development, Mike was a trusted advisor who consistently provided valuable insight, strategic perspective on projects and opportunities, and introductions to key leaders across the country."

"Later, as I built a company from an idea into an industry leader, Mike again proved to be an invaluable resource. He offered thoughtful guidance and helped share our story throughout the region, opening doors and expanding our reach."

"Mike is truly one of a kind. His influence on economic development across the South is immeasurable, and his impact will continue to be felt for generations."

Matt Kisber, Commissioner, Tennessee Department of Economic & Community Development; CEO, Silicon Ranch



"It has been a great honor to know Mike and Stacy Randle for over 10 years and to participate annually in the Southern Economic Development Roundtable in the Florida Panhandle. SEDR is an intimate gathering of attendees committed to economic development in the South."

"Each year I learned new things and came away with useful information on which to base decisions relative to growing a major container port. I have also been fortunate to make lifelong friendships."

Jim Newsome, Retired CEO of the South Carolina Ports Authority; CEO of JimNewsome3, LLC



"I have known Michael Randle for many years; and I have always respected his approach and forthrightness to economic development journalism in the southern United States."

Mike Mullis, CEO, J.M. Mullis, Memphis, Tenn.



"This (SouthernBusiness.com) will be one of the most important new economic development journalism launches in history. And it is happening NOW!"

Jim Byard, Byard Associates; Alabama Department of Economic and Community Affairs; Mayor, Prattville, Ala.



"Michael Randle sometimes makes me re-check my Chief Economist credentials. His 'middle-out' and 'poor up' economic theories I have read for decades, especially the piece in 2015 titled, 'Wages, Riches and Pitchforks.' Reading that was like listening to 'Thick as a Brick' for the first time."

The late John Connaughton, UNC Charlotte Chief Economist



For more information about the all new SouthernBusiness.com, contact Michael Randle at michael@sb-d.com or (205) 370-6039.