

**CUSTOM MEDIA PLANNING**

The Arizona Commerce Authority has negotiated competitive rates with media partners including publications where the minimum advertising spend exceeds \$100k. The Co-Op Campaign allows the ACA's partners to take advantage of these opportunities with exclusive media partners and extremely low rates.

In addition, the ACA will customize a media plan to best suit each partner. Below are sample rates and plans.

**SAMPLE RATES AND PLANS:**

**DIGITAL**

**BLOOMBERG.COM and BUSINESSWEEK.COM Media Buy: \$10,000**

Bloomberg.com and Businessweek.com are sister properties that have large reach to users seeking business and finance news. When combined the sites have a large unduplicated reach.

CREATIVE SIZE	GEO-TARGET	TARGETING DESCRIPTION	SAMPLE START DATE	SAMPLE END DATE	IMPRESSIONS	SOV	CPM	COST
300x250, 728x90	California	C-Level Executives (Bloomberg.com)	4/1/2014	5/31/2014	115,000	20%	\$30.00	\$3,450
300x250, 728x90	California	Companies & Industries Channel (Businessweek.com)	4/1/2014	5/31/2014	218,333	20%	\$30.00	\$6,550

**WALL STREET JOURNAL Media Buy \$10,000**

The Wall Street Journal Online is a publisher of original business news and financial information. With expanded content and it's rich heritage in business and financial news, The Wall Street Journal Online offers editorial coverage and innovative advertising solutions that are second to none.

CREATIVE SIZE	GEO-TARGET	TARGETING DESCRIPTION	SAMPLE START DATE	SAMPLE END DATE	IMPRESSIONS	SOV	CPM	COST
300x250	California	C-Level Executives	4/1/2014	5/31/2014	208,333	5%	\$48.00	\$10,000

**LINKEDIN Media Buy \$10,000**

LinkedIn is an interconnected network of experienced professionals from around the world, representing 175 industries and 200 countries. Users can find, be introduced to, and collaborate with qualified professionals that they need to work with to accomplish their goals.

CREATIVE SIZE	GEO-TARGET	TARGETING DESCRIPTION	SAMPLE START DATE	SAMPLE END DATE	IMPRESSIONS	SOV	CPM	COST
300x250, 160x600	California	C-Level Executives in the following industries: Manufacturing, Defense & Aerospace, Site Selectors	4/1/2014	5/31/2014	522,108	55%	\$19.15	\$10,000

**NATIVE CONTENT**

Usually priced much higher, BusinessInsider.com has agreed to provide a sponsored post package at the rate of \$7,500.

A sponsored post will be featured prominently on the homepage of BusinessInsider.com nestled between editorial stories. A sponsored post contains full sharing functionality, allowing brands to leverage Business Insider's social readership and extensive social presence on key social media channels

**PRINT**

Partners who enter at the \$20,000 level or higher have the option to place in both print and digital. However, it is not advised to place 100% spend into print because it would drastically decrease the frequency of the campaign.

PUBLICATION	AD SIZE	COST
San Jose Business Journal	Half Page	\$ 2,230
San Francisco Business Times	Half Page	\$ 4,345
Orange County Business Journal	Half Page	\$ 3,910
Los Angeles Business Journal	Half Page	\$ 5,435
Site Selection Magazine	Half Page	\$ 2,000
Bloomberg BusinessWeek	Full Page	\$16,000
Spirit Airlines	Half Page	\$ 7,000
US Airways	Half Page	\$ 4,000

