

The Small Town South Edition

SMALL TOWN SOUTH EDITION

Despite three decades of record economic expansion and unprecedented prosperity, the American South remains home to many states facing the special challenges associated with the attraction of new jobs and investment to rural and economically distressed communities.

These rural South communities were the targets of the very first organized economic development initiatives in the nation and remain the very essence of the driving force behind those efforts--improving quality of life through the creation of jobs and the generation of capital investment.

Since 1994, *Southern Business & Development* has published its Rural American South edition (December). In 2008, we are changing the name of that issue to Small Town South and creating a new Web site, SmallTownSouth.com, to promote special location opportunities in the rural South.

Every rural county or town in the South has a story to tell. The problem more often than not is that rural South communities don't have the budget to tell their story. In the Small Town South edition they can afford to tell their stories. Sponsors, usually statewide utilities and economic development agencies, are called upon to offset the adver-

tising cost of their rural communities by purchasing a full-page, 4-color ad at the 1X rate of \$4800. With just one state sponsor, rural economic development agencies in that state can participate in this edition at 75% off space rates (no discount on color rates). That means a full page, 4-color ad for rural developers in this issue is reduced from \$4800 to \$2000.

Consistent sponsors over the 14-year history of the Rural American South edition include the state agencies of Alabama, Arkansas, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Virginia. Sponsors also include utilities such as TVA, Alabama Gas, Arkansas Electric, Progress Energy, SCANA, Santee Cooper, Entergy and Old Dominion Electric.

All of these excellent economic development agencies understand fully that helping out their rural regions is the right thing to do. We hope you believe the same and plan to be a sponsor of the annual and newly named Small Town South edition of SB&D magazine.

Call Mike Randle today at **205-871-1220**
to become a sponsor
(mike@sb-d.com)