


# Web Site Advertising

## ON-LINE ADVERTISING

Southern Business & Development launched [www.SB-D.com](http://www.SB-D.com) in 2000 and [www.SouthernAutoCorridor.com](http://www.SouthernAutoCorridor.com) in 2002. Those two on-line magazines were followed by the launch of [www.BioIndustrySouth.com](http://www.BioIndustrySouth.com) in 2004.

Over the last two years over 1,700 inquiries a year were generated by the three Web sites to advertisers on the sites. We do not know of any economic development media source that produces that many inquiries to economic development groups and related organizations on a consistent basis.



In the spring of 2008 the magazine's Web site, [www.SB-D.com](http://www.SB-D.com) will undergo a redesign. SB-D.com averages over 20,000 sessions (five minutes or five pages) a month and is designed to guide companies from all industry sectors to suitable sites in the South. About 700 inquiries are generated each year on SB-D.com and those leads and inquiries are sent automatically to the site's advertisers via email.

Our second Web site, [www.SouthernAutoCorridor.com](http://www.SouthernAutoCorridor.com) produces about 900 leads and inquiries each and every year. [SouthernAutoCorridor.com](http://www.SouthernAutoCorridor.com) focuses its editorial slant on the South's massive automotive industry.

[SouthernAutoCorridor.com](http://SouthernAutoCorridor.com) is designed to guide automotive parts suppliers and OEMs to suitable sites in the South. That site was featured on CNN and PBS television in 2007 and is considered the most in-depth information source on the South's growing automotive industry.

In the summer of 2008 Southern Business & Development will launch two new Web sites, [SmallTownSouth.com](http://SmallTownSouth.com) and [InnovationSouth.com](http://InnovationSouth.com). [BioIndustrySouth.com](http://BioIndustrySouth.com) will be incorporated into [InnovationSouth.com](http://InnovationSouth.com).

Advertising rates for all of Southern Business & Development's Web sites are based on a one-year contract and are priced at a base rate of \$5,200 each per year. [SmallTownSouth.com](http://SmallTownSouth.com) will feature a six-month contract that is priced at \$2,600. Optional skyscraper banners are priced at an additional \$1,200 per year, not including design fees.

SB&D has enjoyed tremendous success with lead generation on its Web sites, as evidenced by the unusually high advertiser renewal rates. Participation on the sites includes a banner, links to your Web site, a story about the area, product or service you are marketing as well as automated lead generation.

**[www.SB-D.com](http://www.SB-D.com) • [www.SouthernAutoCorridor.com](http://www.SouthernAutoCorridor.com) • [www.BioIndustrySouth.com](http://www.BioIndustrySouth.com)  
[SmallTownSouth.com](http://SmallTownSouth.com)**