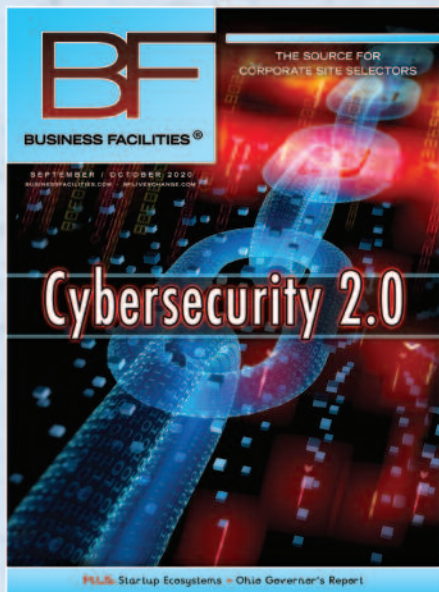



# 2021 CALED Member Directory

CALED and *Business Facilities* have once again teamed up to produce and market the CALED Member Directory — the “Who’s Who in Economic Development in California”



*Who's Who In Economic Development*

2020 CALED MEMBER DIRECTORY



*Celebrating 40 Years*

Of Economic Development In  
**C A L I F O R N I A**

*California Association for Local Economic Development*

**AD CLOSE:**  
August 20, 2021

**CONTACT:**  
Bill Dey  
603-904-4169  
E-mail: [bdey@groupc.com](mailto:bdey@groupc.com)  
[BusinessFacilities.com](http://BusinessFacilities.com)

# CALED AND BUSINESS FACILITIES: A POWERFUL PARTNERSHIP

Reach more than **60,000\*** corporate executives with active relocation, expansion, or consolidation plans.

The 2021 CALED Member Directory will be a stand-alone guide inserted into the September/October 2021 issue of *Business Facilities*

*Business Facilities* provides the most effective way to reach corporate site selectors every step of the way as they research potential locations for their relocation, expansion or consolidation projects. *Business Facilities'* integrated marketing packages should be the foundation of your advertising program, and are the best way to create the community recognition and leads you need to maximize your marketing ROI. Nothing works better than a combination of print, online, and in-person marketing to help corporate executives identify your community as the solution to their location search.



## Promote Your California Location With Our Integrated Marketing Solutions

Through print and digital issues of *Business Facilities* magazine, online at [BusinessFacilities.com](http://BusinessFacilities.com) and via email with *Business Facilities'* eNewsletters, *Business Facilities* provides the information and economic development contacts that busy executives need, giving you the opportunity to build awareness and branding of your California location.

**BUSINESS FACILITIES**

**LIVE X CHANGE**®

NETWORK · LEARN · FIND NEW LOCATIONS FOR YOUR BUSINESS

October 26-28, 2021 • Tucson, AZ

*Business Facilities LiveXchange* gives you the opportunity to meet face-to-face with corporate site selectors and consultants who are identifying new locations for their expansion or relocation projects.

As a *Business Facilities LiveXchange* sponsor, you will meet one-on-one with delegates who are focused on their projects and anxious to discuss your California location and the benefits you offer. We require each delegate to present their project plans to us, interview scores of our subscribers, and accept only decision makers with active or ongoing site selection projects. Your sponsorship package includes accommodations, meals, and promotional collateral.

\*Distribution consists of 40,000 subscribers to *Business Facilities* magazine and more than 20,000 *Business Facilities* digital edition recipients.

Check out the special packages *Business Facilities* is offering CALED members, and make the most of your marketing budget!

Advertising Rates	PACKAGE A	PACKAGE B	PACKAGE C
<b>In Print</b>			
Four color advertisement in CALED Directory	One Ad 40,000 subscribers Inserted into the September/October 2021 issue	Two Ads 40,000 subscribers Inserted into the September/October 2021 issue and one issue TBD	Two Ads 40,000 subscribers Inserted into the September/October 2021 issue and one issue TBD
<b>In Person</b>			
<i>Business Facilities</i> LiveXchange Primary Sponsorship	N/A	N/A	Included
<b>Online</b>			
Digital edition of the CALED Directory on the California state page and <i>Business Facilities</i> home page	Run time – 1 year	Run time – 1 year	Run time – 1 year
<i>Business Facilities</i> Headline e-Newsletter sponsorship	N/A	One sponsorship	Two sponsorships
<b>Lead Generation and Direct Mail</b>			
Lead generation provided via monthly eLocation newsletter	Included Run time – Oct 2021	Included Run time – Oct 2021	Included Run time – Oct 2021
Direct Mail Names from the <i>Business Facilities</i> circulation file	N/A	1,000 names	2,000 names
<b>Print Ad Size</b>			
Full Page	PACKAGE COST: \$5,700	PACKAGE COST: \$11,000	PACKAGE COST: \$21,000
2/3 Page	PACKAGE COST: \$4,500	PACKAGE COST: \$8,000	PACKAGE COST: \$18,500
1/2 Page	PACKAGE COST: \$3,900	PACKAGE COST: \$7,500	PACKAGE COST: \$17,500
1/3 Page	PACKAGE COST: \$2,800	N/A	N/A
1/4 Page	PACKAGE COST: \$2,500	N/A	N/A



THE SOURCE FOR  
CORPORATE SITE SELECTORS

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For more information on advertising in the  
CALED 2021 Member Directory,  
please contact Bill Dey at  
603-904-4169  
E-mail: [bdey@groupc.com](mailto:bdey@groupc.com)

**AD CLOSE DATE: August 20, 2021**