Is your location on the desk of every Fortune 1000 logistics executive 365 days a year?

Get into the source. . .
for the strategic location of facilities
from a supply-chain management perspective.



An annual publication and online resource for today's senior logistics executives.

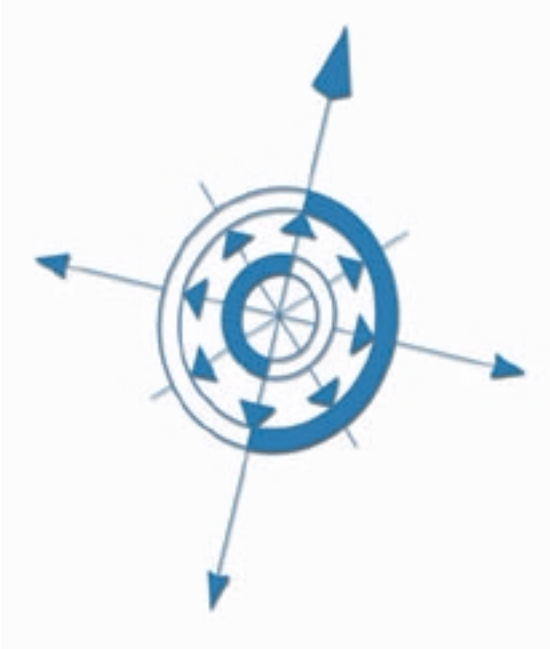
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Editorial



Facility Location Planning examines . . .

- The strategic location of manufacturing and distribution facilities from a supply-chain management perspective.
- Innovative concepts in the field of facility location planning and network optimization and the continual tradeoff companies must make between speed-to-market and lowest cost.
- Attributes of a wide range of worldwide locations such as good transport connections, lower labor costs, proximity to population centers, etc.
- The cluster effect for industries such as high-tech, automotive, biotech, etc.
- Infrastructure projects such as port/airport expansions, high-tech incubators, telecommunications and utilities, etc.
- The benefits of foreign-trade zones, tax advantages and locations that provide international reach. . .and more.



Circulation



32,142 BPA-audited readers of *Global Logistics & Supply Chain Strategies* magazine

Industry Breakdown	
Manufacturing	60.5%
Retail, wholesale trade and distribution	11.2%
Logistics organizations	14.1%
Financial/consulting/real estate/business services/other	14.2%

Title Breakdown	
VPs, managers and directors of logistics, supply-chain management and operations	72.4%
Executive Management	24.6%
Finance	3%

Global Logistics & Supply Chain Strategies is the premier magazine for senior-level supply-chain management executives. In the past six years, *GL&SCS* has published over 300 in-depth case studies, detailed reports and executive interviews which have examined how companies have employed an array of tactical and technological solutions for maximizing supply-chain efficiency. The magazine details how facility location planning impacts the management of a company's flow of materials, information and funds from its supplier's supplier to its customer's customer.

Advertising

Every advertiser receives the following annual benefits package regardless of the size of your advertisement. . .

1. Your display advertisement will
   - Help you distinguish the qualities of your location from that of a neighboring location
   - Provide a message that will drive the manufacturers and retailers to utilize your ports/airports and transportation services
   - Provide foreign-trade zone, tax and other benefits that will help bring employers to your site
   - Provide the vantage points that will finally break ground on that empty lot

2. Your **SupplyChainBrain.com** advertisement (125 x 125 pixels) will
   - Generate more than 10,000 impressions each month on today's premier supply-chain management web site that is currently averaging over a quarter of a million visitors each year
   - Increase traffic to your own web site
   - Rotate on five different pages of **SupplyChainBrain.com** for one full year

3. The Traffic Builder P.R. program on **SupplyChainBrain.com** will
   - Provide your organization with up to 12 interchangeable press announcements (links) throughout the year
   - Drive traffic to your web site and, more importantly, increase awareness of the latest news and successes of your region by linking viewers to case studies, articles, news releases, recent announcements and more. (Once submitted, these "press links" will be displayed under your basic facility location planning listings usually within 24 hours.)
   - Create a public relations pipeline (connection) to logistics executives year-round

4. Your participation in our Market Intelligence Program will
   - Provide your sales organization with highly qualified sales leads produced through in-depth conversations with senior-level supply-chain and logistics executives from high-end, successful companies.

The Market Intelligence division directly contacts logistics and supply-chain executives and matches their facility location information needs with your services. Each lead is conveyed by e-mail, with detailed information about the request made by your contact, complete description of the company including its history, recent developments, financial and employee information.

Advertising Rates – November 2002	
Full page, four-color:	**$4,990 net**
1/2 page, four-color:	**$2,900 net**
1/3 page, four-color:	**$1,900 net**
1/4 page, four-color:	**$1,200 net**
Full page, four-color advertorial:	**$3,900 net**
Two-page, four-color spread:	**$9,490 net**
Ad Closing: October 11	**Material Closing: October 18**

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