

2012 I-39 Marketing Program

JANUARY 2012

During 2011, the I-39 Logistics Corridor received significant publicity on our manufacturing story. This year, we recommend creating a new I-39 ad that reinforces the benefits the corridor offers to manufacturers and keep the momentum going. We can use the ad for mailings, handouts and placement on our website.

Because it has been determined that manufacturers and their suppliers are coming primarily from the Midwest and beyond, we will place our advertising dollars in our primary national brokerage publication, Professional Report (SIOR); our primary Midwest user publication, Midwest Real Estate News; and our primary local brokerage publication, Chicago Industrial Properties.

Due to the improving, yet still uncertain 2012 market, the following is a six-month marketing program from February through July. In July, if budget allows, any additional marketing funds will be expensed.

New Manufacturing Ad Design & Media Costs:

Design junior-page ad, make two rounds of revisions, color outputs, create two ads to specifications of two publications, convert files and send to publications

Two junior-page, four-color ads in Midwest Real Estate News –

- ◆ March/April issue (deadline: March 14th)
- ◆ July/August issue (deadline July 11)

Full-page, bleed, four-color ad in Professional Report (SIOR):

- ◆ Second Quarter (deadline March 8th)

Directory Listings:

- ◆ July/August **MREN** Economic Development
- ◆ September/October **MREN** Women in Real Estate
- ◆ September/October **CIP** Economic Development

Publicity:

- ◆ Research of potential corridor features in Industry publications, and other media inquiries
- ◆ Personal Appearances at conferences and other events when appropriate

Conferences & Other:

- ◆ AIRE Trade Show – Usually held in early September
- ◆ Create new marketing banners with manufacturing theme; update existing marketing