

BUSINESSFLORIDA

An official publication of Enterprise Florida and the Florida Economic Development Council.

► Advertising in *Business Florida 2011* is a cost-effective way to present your message to prospects for locating or expanding into Florida. This high-quality publication showcases Florida's business advantages to attract new business, industry and investment. Comprehensive reports cover Florida's eight regions and include contact information for economic development organizations and business leaders across the state.

Print Edition Reaches 80,000 Targeted Industry Prospects

- Venture capital firms
- Corporate real estate advisors
- Site selection consultants
- Relocation and business expansion prospects identified by local and regional economic development organizations
- Trade shows, trade missions and industry conferences
- Corporate and executive managers in:
 - Aviation/Aerospace
 - Defense/Homeland Security
 - Emerging Technologies
 - Financial/Professional Services
 - Green/Renewable Energy
 - Information Technology
 - Life Sciences
 - Manufacturing
- In-room distribution at top Florida hotels and convention/meeting centers



Digital Edition Offers Access to a World-wide Audience

- **22,500** subscribers to Enterprise Florida's Innovation eNewsletter
- **650** venture capital firms
- **30,000** subscribers to FLORIDA TREND'S Daily Pulse eNewsletter
- Posted on eflorida.com and FloridaTrend.com websites for 12 months (**1.07 million** unique site visitors)



BONUS! Business Florida 2011 will include **Research Florida**

— a special FLORIDA TREND report that examines the wide range of research, scientific exploration and technology being developed in Florida and explains its importance to the business executive and investment community.

Bonus Online Ads Expand Your Reach

Expand your reach even further with a bonus online ad schedule on BusinessFlorida.com.



Print advertisers receive a leaderboard, skyscraper or medium rectangle ad for three months at NO additional charge.

- Full page advertiser: 75,000 online ad impressions
- Half page advertiser: 50,000 online ad impressions
- One-third page advertiser: 30,000 online ad impressions

Note: Print advertising rates in Business Florida 2011 are the same as Florida Trend and count toward your frequency discount.

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**Florida
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