

**From:** Melnykovych, Andrew (PSC)  
**To:** ["Gerald Karem"](#)  
**Subject:** Your comments in case 2016-00274 - KU-LG&E solar share facility  
**Date:** Thursday, November 03, 2016 3:52:00 PM

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Dear Mr. Karem-

The Kentucky Public Service Commission has received your comments in the above-referenced case. They will be placed into the case file for the commission's consideration as it deliberates in this matter.

The case file may be viewed here: [http://psc.ky.gov/PSC\\_WebNet/ViewCaseFilings.aspx?case=2016-00274](http://psc.ky.gov/PSC_WebNet/ViewCaseFilings.aspx?case=2016-00274).

Thank you for your interest.

*Andrew Melnykovych*

Director of Communications  
Kentucky Public Service Commission  
502-782-2564 (direct) or 502-564-3940 (switchboard)  
502-330-5981 (cell)  
[Andrew.Melnykovych@ky.gov](mailto:Andrew.Melnykovych@ky.gov)

**RECEIVED**  
By Kentucky PSC at 3:59 pm, Nov 03, 2016

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**From:** Gerald Karem [mailto:████████████████████]  
**Sent:** Thursday, November 03, 2016 2:27 PM  
**To:** Melnykovych, Andrew (PSC)  
**Cc:** Vinsel, Nancy (PSC); PSC - Public Information Officer  
**Subject:** RE: Case Number 2016-00274 - Conner Station Road Solar Plant

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**From:** Gerald Karem  
**Sent:** Thursday, November 03, 2016 2:18 PM  
**To:** 'Melnykovych, Andrew (PSC)' <[Andrew.Melnykovych@ky.gov](mailto:Andrew.Melnykovych@ky.gov)>  
**Cc:** Vinsel, Nancy (PSC) <████████████████████>; 'psc.info@ky.gov' <[psc.info@ky.gov](mailto:psc.info@ky.gov)>  
**Subject:** FW: Case Number 2016-00274 - Conner Station Road Solar Plant

Dr. Talina Mathews  
Mr. Melnykovych

It was quite late and I was tired when I finished the below email to you last evening, I intended add something relating to timing and reasons why the PSC should allow our intervention. The attachment labeled "Advertising schedule" is a copy of Question No. 4 from LG&E's Response to Commissions Staff's Informal Conference Request Dated October 19, 2016. LG&E stated in their testimony, they wanted PSC approval by mid-November so they could make publishing deadlines, specifically for Site Selection Magazine and the Lane Report. Because I currently serve as a board

member on the Shelby County Industrial Foundation and during my forty years in corporate America I was a lender specializing in commercial real estate, I am familiar with Site Selection and the Lane Report. Because the LG&E request seemed strange, I called Site Selection and spoke with Margaret Rose who is the Regional Director of Global Sales and Marketing. Without mentioning LG&E or KU, I requested the 2017 deadlines for advertising, and then asked about the timing for submitting advertising information for upcoming issues relating to energy, specifically for Solar Energy.

The above attachment to this email labeled "Site Selection Magazine" is an email from MS Rose in which she states the "renewable/affordable energy and utility sections will be in the May, July and September issues". When you open the Media Kit pdf attachment in her email, page 11 shows the earliest deadline for any upcoming issues is 12/2/2016 with the materials not due until mid-December.

Again, I intended to include this information in last night's email. Hopefully this additional information will help the PSC to decide to delay the proceedings, including any determination of the LG&E proposal pending my intervention. I hand delivered a hard copy of my letter of intervention to your office this morning.

Thank you very much for your consideration

Gerald M. Karem

[REDACTED]

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**From:** Gerald Karem

**Sent:** Wednesday, November 02, 2016 7:07 PM

**To:** 'Melnykovych, Andrew (PSC)' <[Andrew.Melnykovych@ky.gov](mailto:Andrew.Melnykovych@ky.gov)>

**Cc:** 'psc.info@ky.gov' <[psc.info@ky.gov](mailto:psc.info@ky.gov)>; Vinsel, Nancy (PSC) <[REDACTED]>

**Subject:** RE: Case Number 2016-00274 - Conner Station Road Solar Plant

Mr. Melnykovych

Thank you for your time today. Based upon your email below, I was very surprised when you told me there would be a decision by the end of this week, we were planning on more time.

We have engaged an attorney to intervene so we can comment on discrepancies reported by LG&E throughout the process, and most recently discrepancies found in the Intra-Agency Memorandum from Dr. Mathews dated October 24<sup>th</sup>. We would like to comment on the absence of basic but pertinent detail in LG&E's answer to question No. 3, and to comment on what appears to be inaccuracy in the testimony relating to Question No. 4, both found in KU LG&E's response filed October 21<sup>st</sup> to the conference call of Oct 19<sup>th</sup>.

As a result of our conversation today, and the unexpected timing of the PSC decision, I am enclosing

the attached plea for intervention. Because the process is very strange and confusing to the ordinary citizen, and most importantly because LG&E will not receive all of the required third party reports, including the SHPO, until the end of November, we don't understand **why there would be any reason for the PSC to deny** the eighty or ninety homeowners, who will be adversely affected by the Solar Generating Plant, from having the opportunity to demonstrate to the PSC how inappropriate it is for LG&E to enhance their image at the cost of their customers.

Please delay the proceedings, including any determination of the LG&E proposal pending my intervention. If my letter of intervention is not in an acceptable form, please advise and I will have our attorney replace it.

Thank you very much  
Jerry Karem

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**From:** Melnykovich, Andrew (PSC) [<mailto:Andrew.Melnykovich@ky.gov>]  
**Sent:** Monday, October 31, 2016 5:07 PM  
**To:** Gerald Karem [REDACTED]  
**Subject:** RE: Case Number 2016-00274 - Conner Station Road Solar Plant

Mr. Karem-

My apologies for the delayed reply, but I have been out of the country for about 10 days.

The Commission has decided to reach a decision on the case based on the record as submitted, including the many public comments. Therefore, there will not be a hearing. I anticipate a decision sometime in the next week or so.

The link to comments is here:

[http://psc.ky.gov/PSC\\_WebNet/ViewCaseFilings.aspx?case=2016-00274](http://psc.ky.gov/PSC_WebNet/ViewCaseFilings.aspx?case=2016-00274)

The memorandum with minutes of the informal conference is here:

[http://psc.ky.gov/pscscf/2016%20cases/2016-00274//20161024\\_PSC%20IC%20Memo.pdf](http://psc.ky.gov/pscscf/2016%20cases/2016-00274//20161024_PSC%20IC%20Memo.pdf)

If you have any questions, I will be in the office the rest of the week.

*Andrew Melnykovich*

Director of Communications  
Kentucky Public Service Commission

502-782-2564 (direct) or 502-564-3940 (switchboard)

502-330-5981 (cell)

[Andrew.Melnykovich@ky.gov](mailto:Andrew.Melnykovich@ky.gov)

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**From:** Gerald Karem [REDACTED]  
**Sent:** Thursday, October 20, 2016 8:40 PM  
**To:** PSC - Public Information Officer  
**Subject:** Case Number 2016-00274 - Conner Station Road Solar Plant

Mr. Melnykovich

Enclosed please find a letter to Dr. Matthews regarding the above referenced case.

I have a very hard time following and understanding the various orders and documents as posted on your website. The following link: [http://psc.ky.gov/pscscf/2016%20Cases/2016-00274/20160812\\_PSC\\_ORDER.pdf](http://psc.ky.gov/pscscf/2016%20Cases/2016-00274/20160812_PSC_ORDER.pdf) discusses a Jan 2017 date which I interpreted as the date when the PSC will decide the on the case. I've read other things which indicate LG&E is requesting a Nov 1<sup>st</sup> answer. When you and I talked a couple of weeks ago, you mentioned a date had not been set for a hearing. Today I read [http://psc.ky.gov/pscscf/2016%20Cases/2016-00274//20161018\\_PSC\\_IC\\_NOTICE.pdf](http://psc.ky.gov/pscscf/2016%20Cases/2016-00274//20161018_PSC_IC_NOTICE.pdf) which seemed to be addressed to attorney's for everyone re an informal conference call. Did the call take place, what was discussed. Has there been a date set for a hearing? If so, what is the date and what is the process for those of us in opposition to become involved? If a date has not been set, how do we register with the PSC so we are notified of the date? Will there even be a hearing? Many of my neighbors have written letters to the PSC opposing the solar plant, some have received correspondence acknowledging receipt of their letters, many have not. Are the letters of opposition posted on your web site? What's the link?

I'm positive your answers to the above will create more questions and for that I apologize, however not having the experience or financial clout of LG&E we appreciate any assistance you can give us.

Thank you very much

Jerry Karem  
[REDACTED]

SITE SELECTION

SITE SELECTION

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# SITE SELECTION



2017 MEDIA KIT

“A man  
who stops  
advertising to  
save money  
is like a man  
who stops a  
clock to save  
time.”

- Henry Ford

# *Table of Contents*

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“Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does.”

- Stuart  
Henderson  
Britt



# Mission



Site Selection magazine delivers global location intelligence to senior executives charged with managing expanding facility portfolios worldwide. We are the information bridge between the buy side (corporate real estate executives) and the sell side (the economic development world). Our analysis and rankings are objective and data-driven, based largely on project data resident in our proprietary Conway Projects Database, making it the most authoritative source of such analysis available. Our award-winning writers and editors exercise the highest journalistic and ethical standards, which is why CEOs, governors and world leaders trust Site Selection more than any industry publication to tell the real story of the fast-changing economic development landscape.



# Why Site Selection?

**85%** of readers polled rate Site Selection Magazine the "most reputable publication in the industry." \*

## INDUSTRY USEFULNESS RANKINGS



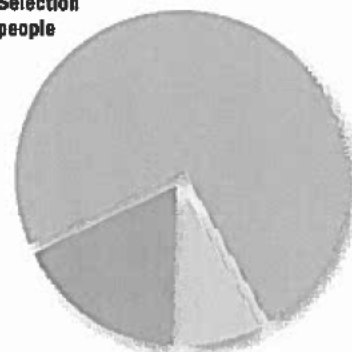
## INDUSTRY PASS-THROUGH READERSHIP



## PASS-THROUGH READERSHIP

**78%**

pass Site Selection on to 1-2 people



**17%**

pass Site Selection on to 3-4 people

**5%**

pass Site Selection on to 5+ people

## SUBSCRIBER INVESTMENTS



**272**

new projects average per month



**\$23B**

new investment per month



**30,000**

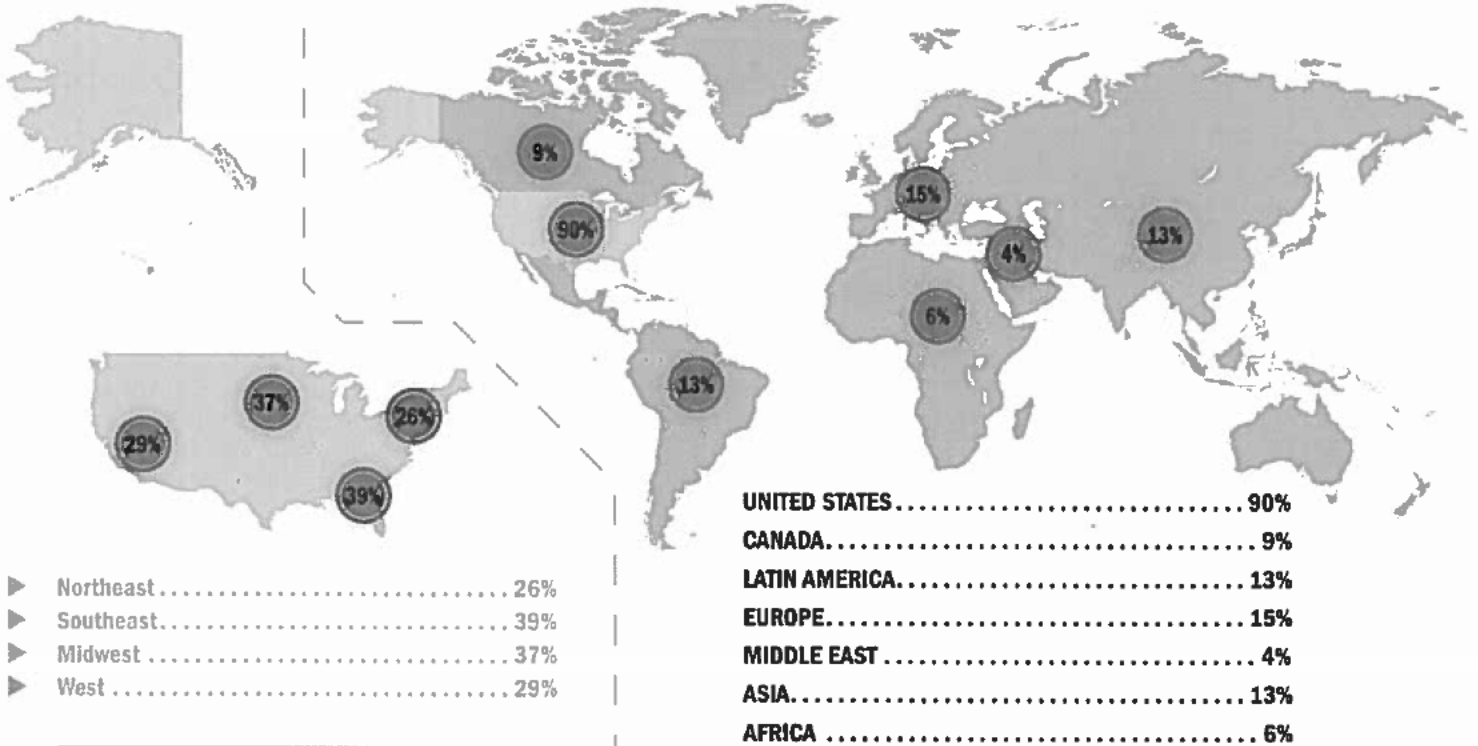
new jobs created per month

\*Source: Site Selection Magazine Reader Survey, August 2016

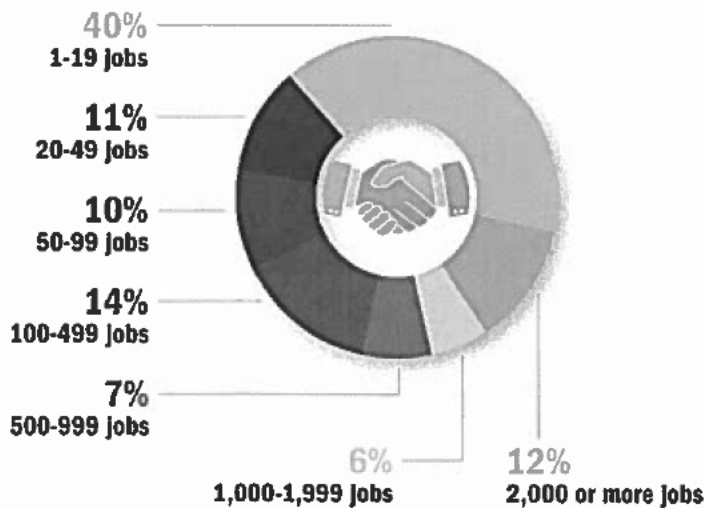
\*\*Source: Site Selection Magazine Reader Survey, December 2012

\*\*\*Source: Conway Analytics

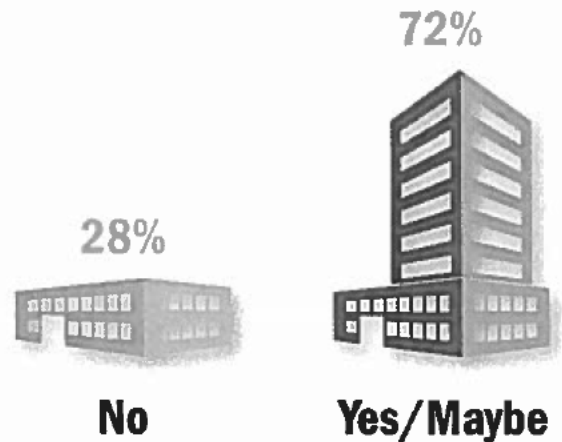
## WHERE THEY ARE MOST LIKELY TO EXPAND OR RELOCATE



## ESTIMATED NUMBER OF GLOBAL JOBS CREATED IN THE NEXT 3 YEARS?



## EXPANDING IN THE NEXT 3 YEARS?



“Many a small  
thing has  
been made  
large by the  
right kind of  
advertising.”

-Mark Twain

# Rankings and Awards



## Rankings and Awards

Economic development success is quantifiable, and no publication quantifies areas' capital investment prowess like Site Selection. For decades, Site Selection has tracked and logged corporate project announcements into its proprietary Conway Projects Database. This data is the basis for its closely watched rankings of states, metros and countries, including the Governors Cups, the Global Best to Invest and the Top State Business Climates, among others. Site Selection awards, including Top Global Investment Promotion Agencies and the Prosperity Cup (saluting the most competitive US states), also are based on actual projects credited to the winning locations.

# Editorial Departments

► UNCONVENTIONAL WISDOM

## Jobs Lure Hipsters. Hype Doesn't.

By MARK AREND  
with contributions by STEVE HARRIS

Finally, clear thinking — and common sense — is being applied to the modern-day U.S. labor market. It's not the young, well-educated, millennial and post-millennial workers we'll have to lure. Data analysts are lined up around the block, offering their brains to firms that have a job to do. It's not the young, well-educated, millennial and post-millennial workers we'll have to lure. Data analysts are lined up around the block, offering their brains to firms that have a job to do.



and, being in these poorer houses, they are pretty much ignored by everyone except their friends and relatives. Other realtors may well be living in suburban apartments, which tend to be more expensive, and others, perhaps the elites of the group, have begun to launch starting families and buying houses, which would tend to put them in the suburbs and outside cities.

Quick Loan mortgage refinances (as it used, but it pays the rest and thousands of other mostly young workers benefiting from the latest City's census in 2010 as the fastest-growing U.S. metro area for much of the year, according to Census. The selection around the phenomenon in its January 2012 issue.

Most major U.S. cities already had urban-type jobs and working in urban areas — many more than others — by the time it became hip to do so. That's what college grads did if their circumstances permitted. For most, it was prohibitive to pay city rents and city utility costs — both so expensive. So the kids that found these jobs remained and lived in the suburbs. When their kids came along, nobody felt close to get them an urban upbringing. Outside cities, with few exceptions, the greater migration is desperately sought by those hoping to be the next San Francisco, Seattle or New York, or the huge job generators

### Chief Editor's Note

This is the real post — a lack of jobs in urban areas and elsewhere for college grads that will make it economically feasible for them to populate the neighborhoods that apparently aren't there. Some of the best analysis of urban demographic trends can be found regularly in New Geography, one, a joint venture of Paul Katz and Fred Steiner, and an excellent magazine, written by Paul Katz and Fred Steiner. "Millennial Boomers: Where the Generation is Changing U.S. New Geography," often a few stories earlier than 30 percent of people do to go or being a home, up from 20 percent before the recession.

While writing "This generation is a population of over 50 million and not all are hipsters looking for the next big thing," they are also desperately unemployed or out of the workforce.

"What does job?" asked Anthony the following day in the past's comments. "Employment statistics are completely meaningless in the light of the labor market. If you are a member of the group that is being targeted, you are unemployed or out of the workforce, and being out of the workforce, there is no way you will get a job. The only way you can get a job is if you are not in the workforce." (Read Katz's column post at New Geography.)

It's not the kids that found these jobs remained and lived in the suburbs. When their kids came along, nobody felt close to get them an urban upbringing. Outside cities, with few exceptions, the greater migration is desperately sought by those hoping to be the next San Francisco, Seattle or New York, or the huge job generators

### ▼ IAMC Insider

The latest news, research findings and coverage of the Industrial Asset Management Council's Professional Forums. Site Selection is IAMC's official publication.



2012 BOARD OF DIRECTORS

**Chairman**  
**President**  
**Vice President**  
**Secretary**  
**Treasurer**  
**Members**

### IAMC Mid-Year 2015: SMART Goals Lead to Operational Excellence And Great Results

It's a time to reflect on the past year and look forward to the future. As we look back on the past year, we are proud of the many achievements of our members and the success of our organization. We have achieved many milestones and set new records. We are looking forward to a bright future for all of us.

### We met our goal of registering more than 500 Action Members in 2014. Here's How We Did It.

Registration for the 2014 Action Members program was a success. We met our goal of registering more than 500 Action Members in 2014. Here's how we did it. We focused on providing excellent customer service and offering valuable resources to our members. We also implemented a new registration process that made it easier for members to sign up.

### ▲ Unconventional Wisdom

Think of it as the rest of the story. Site Selection writers weigh in on timely topics from a point of view not yet on your radar.

► **North American & World Reports**  
 Snapshots of attention-grabbing projects not widely covered in the business press that have a significant impact on their locations.

**WORLD REPORTS**

By **PHILIP LANGRISH**

**By the Construction of a City**

**Group Announces Major Purchase**

**First Quarter**

**North American Reports**

By **PHILIP LANGRISH**

**Andreson Braga Inherits \$1.5 Billion**

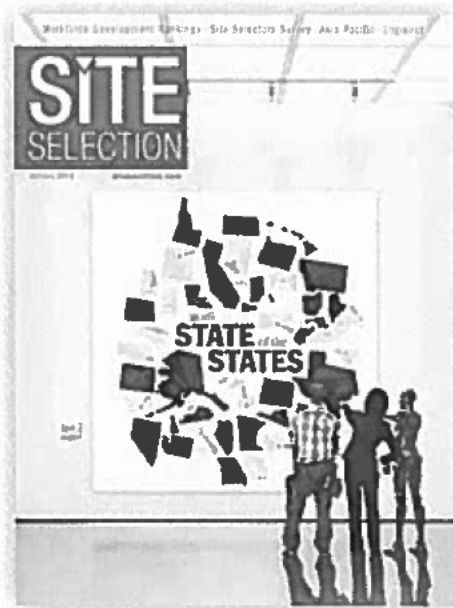
**Game On**

**A New Corporate Citizen in S.C.**

**Job Began in Hartsville**

# Themes & Features

JANUARY



## STATE OF THE STATES

Our annual guide to state legislative activity, labor demographics and new projects

- ▶ Workforce Development Rankings
- ▶ Site Selectors Survey
- ▶ Creative & Digital Media
- ▶ Logistics

MARCH



## NEW PROJECT RANKINGS

Site Selection recognizes the year's Top States, Metros and Micropolitans for economic development success

- ▶ The Governors Cups, Top States by U.S. Regions
- ▶ Top Industries
- ▶ Airport Cities
- ▶ Data Centers

MAY



## COMPETITIVENESS RANKINGS

Includes Global Best to Invest, Prosperity Cup and Top Global Investment Promotion Agencies

- ▶ Top Groups & Top Deals
- ▶ Life Sciences Centers
- ▶ Gulf Coast Ports
- ▶ North American Automotive



JULY



## TECHNOLOGY & ROBOTICS

Where R&D investment is thriving, resulting in new enterprises and job creation

- ▶ Locations of the Future
- ▶ Research & Science Parks
- ▶ Workforce Development
- ▶ Advanced Manufacturing

SEPTEMBER

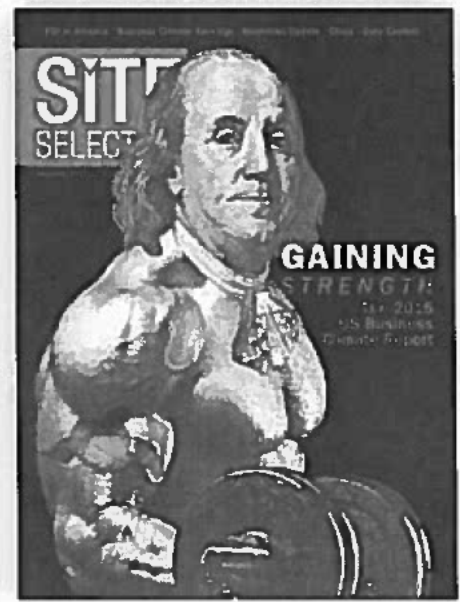


## 21<sup>ST</sup> CENTURY INFRASTRUCTURE & LOGISTICS

How areas are delivering the assets required by companies to move their products to market efficiently and competitively

- ▶ Top Utilities
- ▶ Rural Economic Development
- ▶ Logistics & Distribution
- ▶ Healthcare

NOVEMBER



## BUSINESS CLIMATE REPORT & RANKINGS

How states stack up as locations for capital investment and where foreign direct investment (FDI) is going

- ▶ Business Climate Rankings
- ▶ Business Retention
- ▶ Incentives Update
- ▶ Aerospace & Defense

# 2017 Editorial Calendar

Cover Theme	Features	International Focus	State Spotlights	North American Regions
<b>JANUARY</b> State of the States	U.S. State Data Pages; Workforce Development Rankings; Site Selectors Survey; Mega Sites; Reshoring	Asia-Pacific; European Union, Latin America & Caribbean; Mexico	Alabama; Idaho; Michigan; Oregon; Tennessee	Midwest (IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI); Western Canada (AB, BC, MB, SK)
<b>MARCH</b> New Project Rankings	The Governors Cups; Top States, Metros, Micros & Industries; Airports & Airport Cities; Headquarters	Australia & New Zealand; Central America; Eastern Europe	California; Florida; Illinois; Indiana; Maryland; Minnesota; New Mexico; South Carolina	Mississippi River Corridor (AR, IA, IL, KY, LA, MN, MO, MS, TN, WI); Northeast (NJ, NY, PA); Pacific Northwest (AK, OR, WA); South Central (AR, LA, OK, TX)
<b>MAY</b> Competitiveness Rankings	Global Best-to-Invest Rankings; Top Competitive States; Top Groups & Deals; Top Global IPAs	Africa; European Biotech; Québec; South America	Arizona; Colorado; Georgia; Iowa; Kentucky; Ohio; Utah	Great Lakes (U.S. & CANADA); Gulf Coast Ports (AL, FL, LA, MS, TX); New England (CT, ME, MA, NH, RI, VT)
<b>JULY</b> Technology & Robotics	Sustainability Rankings; Regional Startup Ecosystems; Research & Science Parks; Workforce Development	Southeast Asia; Top Caribbean Locations	Arkansas; Louisiana; Maine; Missouri; New Jersey; North Dakota; Oklahoma; South Dakota; West Virginia	Atlantic Canada; New York - Tech Valley, Rocky Mountains (CO, ID, MT, UT, WY); U.S.-Mexico Border
<b>SEPTEMBER</b> 21st Century Infrastructure & Logistics	Infrastructure Report (Rail, Ports, Roads, Airports, Broadband, Power); The Rural Advantage; Transit & Connectivity	Canada's Best Locations; India; Malaysia; United Kingdom	California; Massachusetts; Nevada; North Carolina; Pennsylvania; Texas	Mid-Atlantic (DE, DC, MD, VA); Southeast (AL, FL, GA, MS, NC, SC, TN); Upper Midwest (IA, IL, IN, MI, MN, WI)
<b>NOVEMBER</b> Business Climate Report & Rankings	Recession Proof Industries; Incentives Update; Business Retention; FDI in America; FDI Awards	China; Germany; Middle East; Panama	Kansas; Mississippi; Montana; Nebraska; New York; Virginia; Washington; Wisconsin; Wyoming	Ohio River Corridor (IL, IN, KY, OH, PA, WV); Ontario; Southwest (AZ, NV, NM); East Coast Trade Zones

Note: The IAMC Insider, Unconventional Wisdom, World Reports and North American Reports run in every issue.

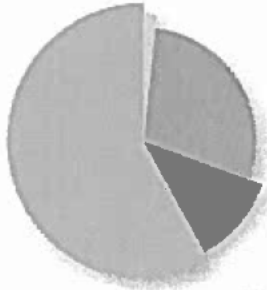
Industry Reports	Directories	Special Advertising Sections	Trade Show Distribution	Space Close	Materials Due
American Energy Hubs; BPO/Shared Services; Creative & Digital Media; E-Commerce & Logistics; Financial Services	—	Advanced Manufacturing; Mission Critical Facilities; Mixed-Use Developments	IAMC Professional Forum (Tampa, FL); MIPIM	12/2/16	12/9/16
Agribusiness; BioPharmaceuticals; Data Centers; Global ICT	—	Certified Sites; Real Estate Service Providers	IAMC Professional Forum (Tampa, FL); AIM (Dubai); MIPIM; World Forum for FDI 2017 (Shanghai, CN)	2/3/17	2/10/17
Bio-Agriculture; Life Science Centers; North American Automotive; Retail	Economic Developers	Shovel-Ready Sites; Mexico Advantage; Sales/Leaseback Transactions; TrustBelt	World Forum for FDI 2017 (Shanghai, CN); BIO 2017 (San Diego, CA)	4/7/17	4/14/17
Advanced Manufacturing; Aerospace; Cybersecurity; Data Centers; Food & Beverage; Renewable Energy	—	Logistics Sites & Services; Property Marketplace; Trade Coast; Urban Improvement Districts; Zones of Opportunity	IAMC Professional Forum (Richmond, VA)	6/2/17	6/9/17
Eds & Meds; Logistics & Distribution; Plastics & Chemicals; Top Utilities	Utilities	Biotech Locations; Military & Defense Industry; Wired Locations	IAMC Professional Forum (Richmond, VA)	8/4/17	8/11/17
Aerospace & Defense; Data Centers; Global Automotive; Medical Devices & Equipment	Ports & FTZs	Top Business Park Locations; Ports & Free Trade Zones; University Alliances; Downtown Revitalization	Aerotropolis Americas; World Free Zone Convention	10/6/17	10/13/17

“Good advertising does not just circulate information. It penetrates the public mind with desires and belief.”

- Leo Burnett

# Reader Demographics

## INDUSTRY \*



1.9% Distribution & Warehouse  
 28.7% Business Service  
 11.6% Other  
 57.8% Manufacturing

## GENDER \*\*\*

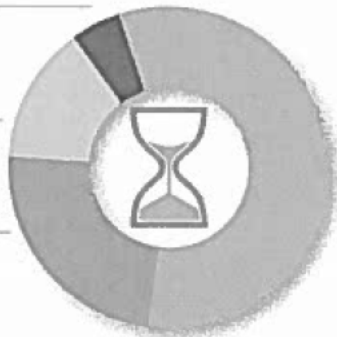


84% male

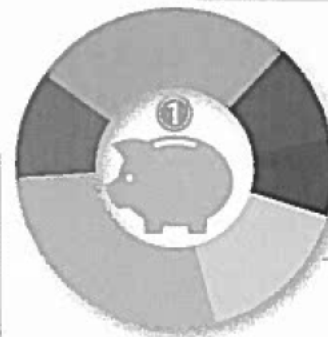
16% female

## AGE \*\*\*

5% under 35  
 14% 36 to 45  
 24% 46 to 55  
 57% 56 or older

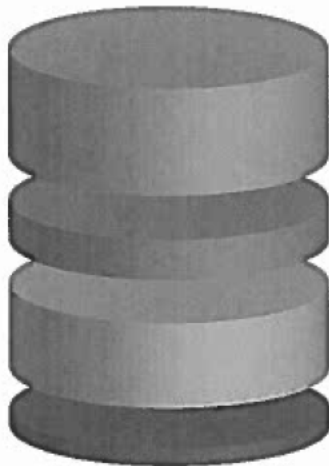


## INCOME \*\*



27% \$176,000 +  
 10% Less than \$55,000  
 8% \$56,000 - \$75,000  
 16% \$76,000 - \$100,000  
 28% \$101,000 - \$149,000  
 11% \$150,000 - \$175,000

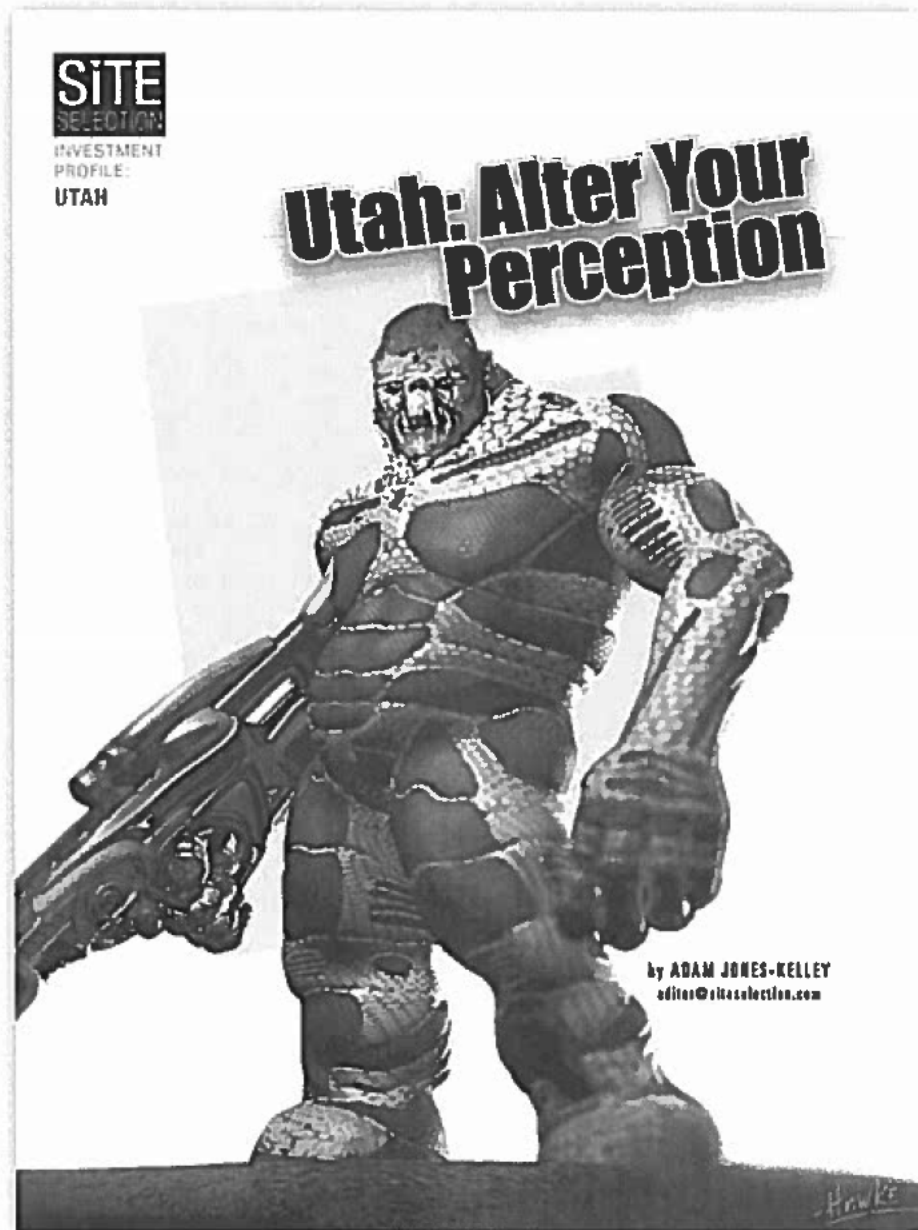
## JOB TITLE \*\*\*



43% CEOs, Presidents, Owners, Chairmen, Partners  
 16% Vice Presidents, CFOs  
 34% Directors, Managers  
 7% Other Titled Personnel, Library/Company copies, Non-Titled Personnel

\*\*\* Source: BPA audited Report, December 2015  
 \*\* Source: Site Selection reader survey, November 2014  
 \*\*\* Source: Site Selection reader survey, August 2016  
 \*\*\*\* Source: Nielsen Survey, 2013

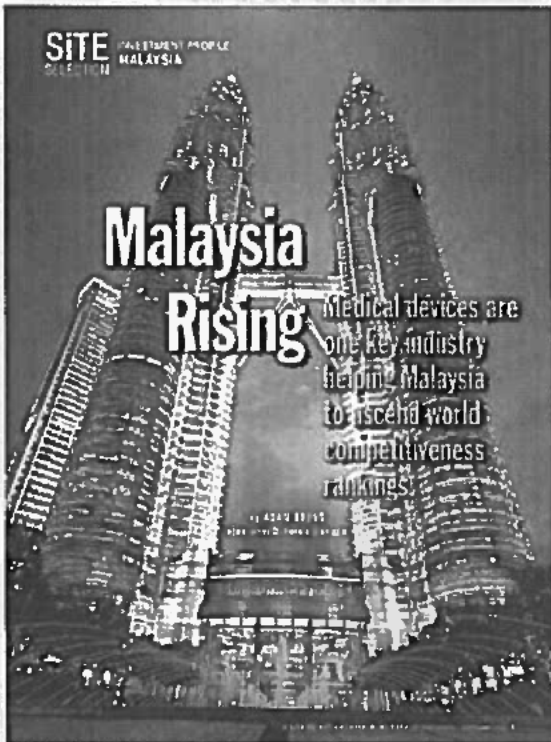
# Investment Profiles



The biggest location challenge regions face is distinguishing themselves from competitors. All investment promotion agencies face this challenge, be they national, regional, state, municipal, or county-level. In-depth editorial coverage delivered directly to corporate executives actively searching for new global offices or facilities offers a powerful and effective way to stand apart from the competition.

That's why hundreds of investment promotion agencies around the world have chosen Site Selection to deliver their message in a sponsored Investment Profile.

A Site Selection Investment Profile is a sponsored feature providing detailed editorial coverage of your region. Investment Profiles are linked in an issue of the Site Selection Dispatch weekly e-newsletter, as well as appearing on the siteselection.com home page for two weeks before being archived by region and target industries.



## INVESTMENT PROFILES INCLUDE

- ▶ Interviews with leading political leaders outlining your region's competitive advantages and economic development strategy.
- ▶ Interviews with corporate executives from companies that have located in your region explaining why your region was chosen over others, and discussing their experiences doing business in your region.
- ▶ Objective analysis of your region's advantages and attributes.
- ▶ Demographic, business-climate and labor force analyses.
- ▶ An in-depth review of your region's key infrastructure assets.
- ▶ Detailed review of key industries your region targets and incentives offered or planned to attract those industries.



## Investment Profile Rates

**16-Page Profile** **\$72,000**

(50 magazine copies and 1,000 reprints)

*Includes one week of onsite research and reporting by a Site Selection editor.*

**12-Page Profile** **\$63,000**

(50 magazine copies and 750 reprints)

*Includes onsite research and reporting by a Site Selection editor.*

**8-Page Profile** **\$49,990**

(50 magazine copies and 500 reprints)

**4-Page Profile** **\$29,900**

(25 magazine copies and 250 reprints)

**2-Page Profile** **\$18,800**

(25 magazine copies)

# Print Ad Rates

ALL RATES QUOTED ARE IN US \$

Standard Ad Rates	1X	6X
2-Page Spread	\$18,100	\$15,000
Full Page	\$12,200	\$10,900
2/3	\$10,900	\$9,000
1/2	\$9,200	\$8,000
1/3	\$7,600	\$6,500

Cover Positions	1X	6X
IFC* (1 page)	\$14,400	\$11,900
IFC* Spread (2 pages)	\$18,900	\$15,700
IFC* Gatefold Spread (3 pages)	\$20,600	-
Inside Back Cover (1 page)	\$13,500	\$11,200
Back Cover	\$14,700	\$12,500

\* Inside Front Cover

## Unique Ads

Central Gatefold	\$35,000	-
Belly Band	\$16,900	\$8,000

## Infographics

3-Page Fold-out	\$18,400
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## Modifications

Minor ad changes to existing ad	\$150
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## Custom ad creation\*

The Conway Art Department will create an ad for you. Just supply the various elements (photos, logos, text, ideas, etc.) and your message will be designed to printer specifications.

Fractional (2/3, 1/2 or 1/3 page) \$750

Full page and half-page spread \$1,100

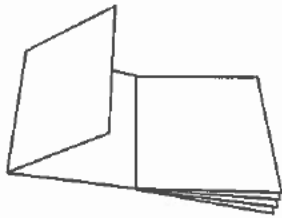
Two-page spread and above \$1,900

\* Client must supply print-quality images, logos, and ad copy

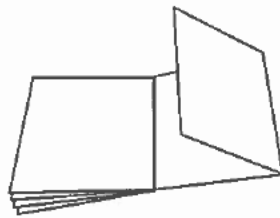
NOTE: All custom ad materials are due 2 weeks prior to space close dates.



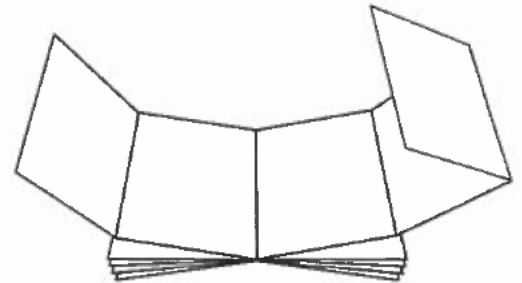
# Ad Specs



**Front Cover Gatefold**

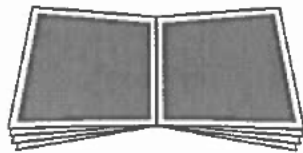


**Back Cover Gatefold**

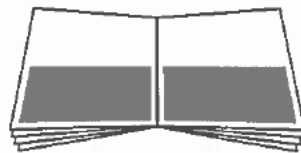


**Interior Gatefold**

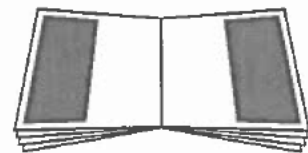
Multiple page options available, please contact Bob Gravlee at [bob.gravlee@conway.com](mailto:bob.gravlee@conway.com) for exact specifications.



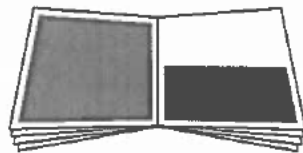
**2 pg Spread\*\* (bleed ad\*)**  
16.5" x 11.125"  
(419mm x 283mm)



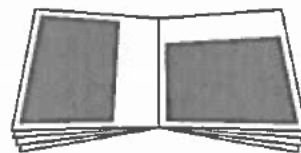
**1/2 pg Horizontal spread\*\* (bleed ad\*)**  
16.5" x 5.5625"  
(419mm x 141mm)



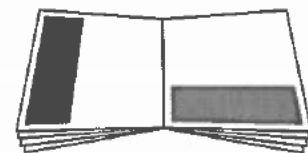
**1/2 pg Vertical**  
3.5" x 10"  
(89mm x 254mm)



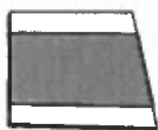
**Full pg (bleed ad\*) 1/2 pg Horizontal**  
8.375" x 11.125" 7" x 4.875"  
(419mm x 283mm) (178mm x 124mm)



**2/3 pg Vertical 2/3 pg Horizontal**  
4.625" x 10" 7" x 6.625"  
(118mm x 254mm) (178mm x 168mm)

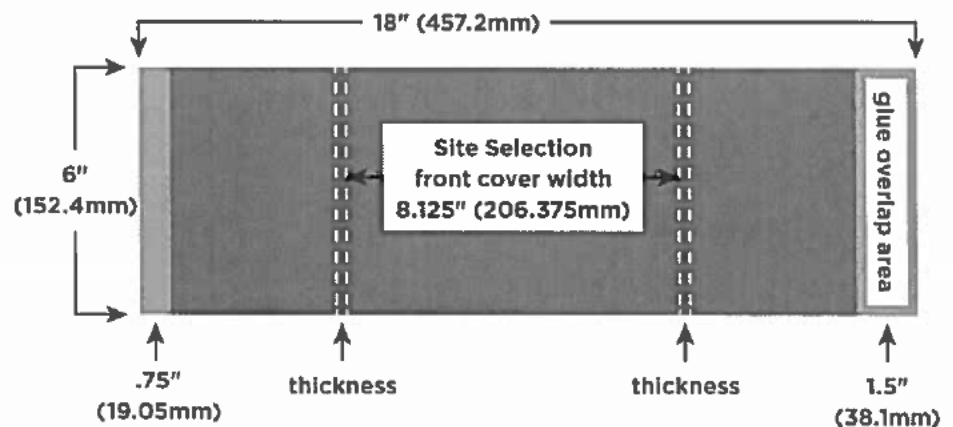


**1/3 pg Vertical 1/3 pg Horizontal**  
2.1875" x 10" 7" x 3.25"  
(56mm x 254mm) (178mm x 83mm)



**Belly Band**

Belly band dimensions vary by publication. Please contact Bob Gravlee at [bob.gravlee@conway.com](mailto:bob.gravlee@conway.com) for exact specifications.



## BLEED SPECIFICATIONS

\* Live copy should be kept .5" from the trim edges on all bleed ads.

\*\* When laying out spread ads, be aware that due to binding, a clipping area of .75" exists in the gutter of all spreads. Please do not place text within .375" of the gutter on either page of a spread.

# Terms & Conditions



\*\*Source: Site Selection reader survey, August 2016

**BLEED** – No extra charge.

## POSITIONS

Guaranteed special positions are 10% additional cost.

## AGENCY COMMISSIONS

15% of gross billing is allowed to advertising agencies on space, inserts, color and position only. No commission is allowed on other items, such as the cost, printing, reprints, etc. No agency commission is allowed for accounts over 30 days past due.

## RESPONSIBILITY FOR PAYMENT

In the event of non-payment, the publisher reserves the right to hold the advertiser and/or the advertiser's agency jointly and severally liable for monies due the publisher.

## CANCELLATIONS

No cancellations are accepted after an issue's closing date. Cancellations must be received in writing.

## LIABILITY FOR ERRORS

Publisher's liability is limited to the first insertion in which an error occurs that is the direct result of the publication's printing, mechanicals or typesetting.

## LIABILITY

Advertisers and their advertising agencies are liable for all content, including text, representations and illustrations, in advertisements and are responsible for all claims arising thereof made against the publisher, including the publisher's actual attorney's fees.

Advertisers and their advertising agencies agree to release Site Selection from any claim or expense resulting from the unauthorized use of artwork, name, photo or copyrighted material in connection with their advertising.

When advertising copy is not furnished before material deadline, the publisher is authorized to prepare a new ad or repeat a previous ad.

The publisher will not be bound by any conditions, printed or otherwise, that appear in an insertion order or contract when those conditions conflict with the terms and conditions of this rate card.

Site Selection reserves the right to reject any advertising that the publisher feels is not in keeping with the publication's standards. The publisher reserves the right to place the word "advertisement" with copy which, in the publisher's opinion, resembles editorial material.

## TERMS

Net 30 days. A 2% late fee will be added to any payment received after 30 days.



## PRINT SPECIFICATIONS

Trim Size:  
8.125" x 10.875" (206mm x 276mm)  
Printing/Binding Method:  
Perfect bound  
Print Line Screen:  
150 lpi

## MATERIALS SPECIFICATIONS

The Conway production department is Macintosh-based and uses computer-to-plate technology. Advertising materials must be sent electronically or provided on disc.

All images and artwork must be in CMYK color mode (not spot, Pantone or RGB colors). Advertising materials may be submitted in the following file types: pre-press quality PDF (PDF/X-1a compliant), CMYK-jpg or CMYK-tif.

Pre-press quality PDFs (PDF/X-1a file type) have embedded fonts and images should be high resolution (300 ppi). Any CMYK-jpg or CMYK-tif file must have been created with an original resolution of 300 pixels per inch.

## PROOFS

Providing a standard SWOP color proof (Kodak, Matchprint, Iris) of your advertisement is strongly recommended, but is not required. In the absence of a physical SWOP color proof, Conway is NOT responsible for color accuracy. Color laser proofs are not acceptable as an accurate color proof but can be used for proofing the ad content.

## PRODUCTION CHARGES

Production work to enable an advertisement to meet print requirements and specifications will be billed at the publisher's cost.

## SUBMISSION INSTRUCTIONS

Small pre-press quality PDF files can be sent via email directly to: **bob.gravlee@conway.com**.

For files larger than 15 MB (2-page ad spreads, multi-panel gatefolds, etc.), use Share File:

- ▶ Navigate to <http://filedrop.conway.com>
- ▶ No user ID or password is required.
- ▶ Follow the site instructions to upload your file.

For more information please call **Bob Gravlee**, Production Coordinator at **1.770.325.3477**.

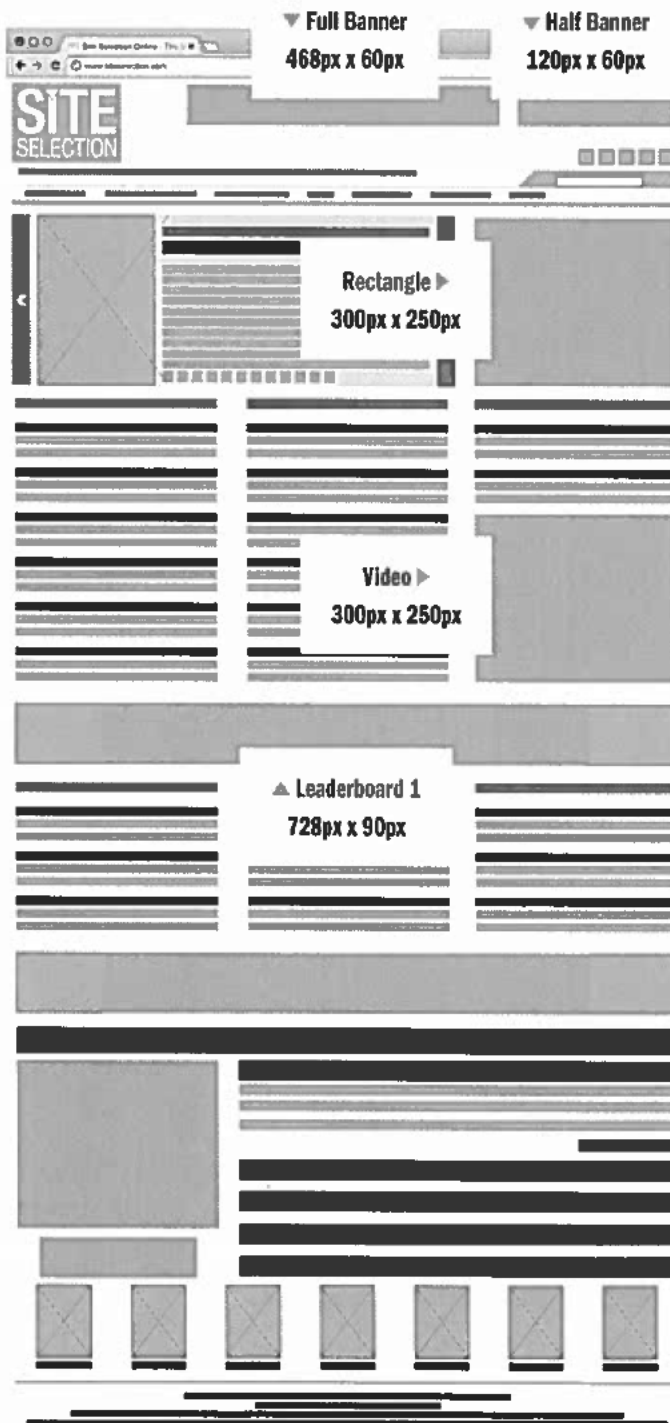
# Site Selection Online



Launched in 1983 as *SiteNet.com*, the suite of sites under the umbrella of the *siteselection.com* home page includes decades of print and e-newsletter archives, global directories and brands such as *trustbelt.com*. Also accessible are the home pages of parent company Conway, Inc.'s (*conway.com*) various global divisions, including Conway Advisory (*conway.com/advisory*), *iamc.org* (the Conway-managed and founded Industrial Asset

Management Council), Conway PR & Marketing (*conway.com/pr-marketing*), Conway Events (*conway.com/events*) and Conway Analytics (*conway.com/analytics*). Housing more than 5,000 pages of information, Site Selection Online is one of the industry's most respected and most frequently utilized research tools. A recent reader's survey found that more than 90 percent of Site Selection subscribers use Site Selection Online as a resource to help make a decision on a new project or facility.†

# Web Ad Specs



Web Ad Style	Dimensions	Size	Type
Full Banner	468 x 60	25KB	gif, jpg
Homepage Half Banner	234 x 60	25KB	gif, jpg
Square Button	250 x 250	25KB	gif, jpg
Rectangle	300 x 250	40KB	gif, jpg
Leaderboard	728 x 90	40KB	gif, jpg
Online Insider 1	234 x 60	25KB	gif, jpg
Online Insider 2	250 x 250	40KB	gif, jpg

Newsletter Ad	Dimensions	Size	Type
Square Button*	250 x 250	40KB	gif, jpg
Skyscraper*	120 x 600	40KB	gif, jpg
Digital Edition Sponsorship*	468 x 60	25KB	gif, jpg

\* May be animated, but must still adhere to file size restrictions. Due to the constraints of certain email programs, the first frame of any animated gif must contain the entire graphic. Some email programs such as Outlook 07 do not support animated gifs. Only the first frame of the animation will be displayed. For all other users, the animation will play normally.

## SUBMISSION INSTRUCTIONS

To submit files, attach gif or jpg to an email referencing client name. Address the email to: [webmaster@conway.com](mailto:webmaster@conway.com)

You will receive an email with your receipt.

NOTE: GIF files may contain a transparent color.

# Online Newsletters

**G**et more exposure for your advertising with Site Selection online newsletters. Our Industry Reports are well known around every sector we cover. More C-Level executives read Site Selection than any other publication according to a Site Selection reader survey.<sup>†</sup> Advertising options are available in various packages.

## SITE SELECTION DISPATCH

Frequency	Banner	Skyscraper
1 week	\$2,000	\$2,000
1 month	\$6,800	\$6,800
6 months	\$14,500	\$14,500
12 months	\$24,000	\$24,000

### Site Selection Dispatch

The Site Selection Dispatch, published every week since 1999, keeps a strong and steady finger on the fast-changing pulse of global corporate real estate and economic development. Including Web editions (often expanded) of Site Selection stories, this award-winning newsletter also features a bi-weekly installment of exclusive enterprise journalism we call the Online Insider. The Site Selection Dispatch gets to the heart of the new projects and developments that everyone wants to know about, and has consistently won awards for editorial excellence since its creation.

## ENERGY REPORT

Frequency	Primary	Secondary
1 month	\$5,200	\$3,900
3 months	\$11,900	\$8,900

### The Energy Report

The Site Selection Energy Report features exclusive and in-depth reporting and analysis on the most important energy projects and energy policy issues impacting the world of manufacturing and industrial real estate.

Topics covered include oil and gas projects, investments into alternative energy installations and R&D, tax credits and financing, electric utility issues and much more. In short, it is the most comprehensive energy newsletter targeting the corporate real estate audience.

## LIFE SCIENCES REPORT

Frequency	Primary	Secondary
1 month	\$4,400	\$3,900

### The Life Sciences Report

The Site Selection Life Sciences Report features exclusive and in-depth reporting and analysis on the most important life science projects and issues.

Topics covered include pharmaceutical R&D and manufacturing, biotechnology, medical device manufacturing, health-care services facility trends, clinical research and other key life science sectors.

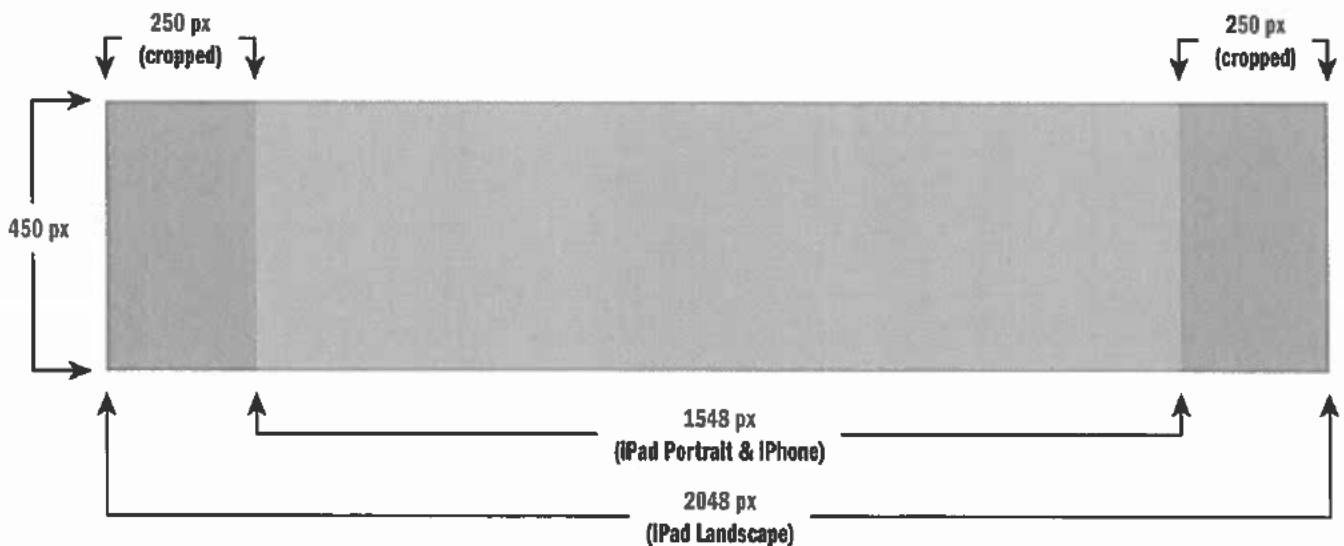
# Site Selection App

Now you don't have to worry about leaving your office without the latest issue. Take Site Selection magazine with you wherever you go! Available in the Google Play™ store and on iTunes®, stay up-to-date on the latest economic development and site selection trends while you're on the go. Social sharing tools also allow you to share content with ease and clip articles to save for later.

## App Ad Rate

**Banner ads** \$900/issue\*

\* maximum of 7 per issue



# Awards

## 2016

### **APEX Awards for Publication Excellence**

- ▶ Design & Illustration (*Iowa - State of the State - Infographics*)
- ▶ Magazines, Journals & Tabloids – Writing (*January 2016*)
- ▶ One-of-a-Kind Publications - Print (*World's Most Competitive Cities 2015*)

### **AZBEES (ASBPE Award of Excellence) National Award - Gold**

- ▶ Visual Storytelling (*"Caribbean: ICT Hub in the Making" July 2015*)

## 2015

### **APEX Awards for Publication Excellence**

- ▶ Magazines, Journals & Tabloids – Custom Published (*The 2014 Kentucky Economic Development Guide*)
- ▶ Writing – Interviews & Personal Profiles (*"Interview with Wisconsin Gov. Scott Walker" May 2014*)

### **Graphic Design USA**

- ▶ Publications & Periodicals (*A Healthy Revolution, July 2015*)
- ▶ Publication Design (*Utah Investment Profile, July 2015*)

## 2014

### **APEX Award of Excellence**

- ▶ Magazine, Journal & Tabloid Writing (*Nov. 2013*)

### **AZBEES (ASBPE Award of Excellence) Regional Award - Silver**

- ▶ Editorial Excellence (*"How to Herd Cats" Mar. 2013*)

### **AZBEES (ASBPE Award of Excellence)**

- ▶ Cover Design (*May 2013*)

### **Tabbles International Editorial & Design Awards Honorable Mention**

- ▶ Best Business to Business Website

## 2013

### **APEX Award of Excellence**

- ▶ Magazine & Journal Writing (*Nov. 2012*)
- ▶ OnSITE Travel Blog

### **MAGS GAMMA - Silver Award**

- ▶ Best Redesign, Business-to-Business

### **MAGS GAMMA - Bronze Award**

- ▶ Best Online Magazine
- ▶ Best Single Cover
- ▶ Best Single Issue (*May 2013*)
- ▶ General Excellence

## 2012

### **APEX Award of Excellence - Grand Award**

- ▶ Web Site

### **APEX Award of Excellence**

- ▶ Magazine & Journal Writing (*Nov. 2011*)

### **MAGS GAMMA - Gold Award**

- ▶ Best Online Magazine
- ▶ Best Single Issue (*Sept. 2011*)

### **MAGS GAMMA Silver Award**

- ▶ Business-to-Business Magazine

## 2011

### **APEX Award of Excellence**

- ▶ Magazines & Journals – Over 32 pg. (*May 2010*)

### **MAGS GAMMA - Gold Award**

- ▶ Best Online Magazine (*Site Selection*)

### **MAGS GAMMA - Silver Award**

- ▶ Best Custom Publishing (*Nov. 2010, Georgia Investment Profile*)
- ▶ Best Feature (*July 2010, The Green Guide*)

## 2010

### **APEX Award of Excellence**

- ▶ Newsletters – Electronic & Web (*Energy Report*)
- ▶ Web Site

### **MAGS GAMMA - Silver Award**

- ▶ Best Online Magazine – Business-to-Business

### **MAGS GAMMA - Honorable Mention**

- ▶ Best Single Issue (*Nov. 2009*)

## 2009

### **APEX Award of Excellence**

- ▶ Magazines & Journals - Print over 32 pages (*Nov. 2008*)

### **MAGS GAMMA - Silver Award**

- ▶ Best Single Issue (*Nov. 2008*)

### **MAGS GAMMA - Honorable Mention**

- ▶ Best Magazine Website
- ▶ General Excellence



## 2008

### **APEX Award of Excellence**

- ▶ Best Custom Publishing (*Sept. 2007, Malaysia*)
- ▶ Web Site

### **MAGS GAMMA - Silver Award**

- ▶ Best Magazine Web Site

## 2007

### **APEX Award of Excellence**

- ▶ Magazines & Journals - Print over 32 pages (*Sept. 2006*)
- ▶ Newsletters - Email (*SiteNet Dispatch Sept. 7, 2006*)

### **MAGS GAMMA - Silver Award**

- ▶ Best Single Issue (*Sept. 2006*)

## 2006

### **APEX Award of Excellence**

- ▶ Magazine & Journal Writing (*Nov. 2005*)
- ▶ Web Sites

### **MAGS GAMMA Business to Business**

- ▶ Best Magazine Website

## 2005

### **APEX Award of Excellence**

- ▶ Magazine & Journal Writing (*Sept. 2004*)
- ▶ Websites

### **MAGS GAMMA Business to Business - Bronze Award**

- ▶ Best Custom Publishing (*Oklahoma: An Editorial Survey*)

### **MAGS GAMMA Business to Business**

- ▶ Best Magazine Website
- ▶ General Excellence

## 2004

### **APEX Award of Excellence**

- ▶ Magazines & Journal Writing (*March 2003*)
- ▶ Web Site Design

### **MAGS GAMMA Business to Business - Bronze Award**

- ▶ Best Business Magazine Website
- ▶ Best Magazine Website

## 2003

### **APEX Award of Excellence**

- ▶ Magazines & Journals Printed Four Color
- ▶ Web & Interactive Site Content & Writing

### **MAGS GAMMA Business to Business Silver Award**

- ▶ Best Magazine Website

## 2002

### **APEX Grand Award**

- ▶ Web & Internet Sites

### **MAGS GAMMA - Silver Award - B2B**

- ▶ Best Magazine Website
- ▶ General Excellence

### **MAGS GAMMA - Bronze Award - B2B**

- ▶ Best Feature

## 2001

### **APEX Award of Excellence**

- ▶ Feature Writing ("*CISCO: The Internet Poster Child Reaches for the New World Workplace*")
- ▶ Newsletters - Online (*Site Selection Online Insider*)
- ▶ Websites

## 2000

### **APEX Award of Excellence**

- ▶ Feature Writing ("*Toyota Turbocharges its I-64 Cluster*")
- ▶ Newsletters - Online (*Site Selection Online Insider*)
- ▶ Websites



# *Integrated Services*



## **Advisory**

Formerly Terrain Global, Conway Advisory is the world's leading site selection consulting firm focused exclusively on foreign direct investment, helping companies decide where to locate new operations around the world and assisting investment promotion agencies attract more investment to their locations.

## **Analytics**

Conway Analytics encompasses the rigorous data and research capabilities that have been central to Conway Inc. since the company's launch in 1954 as Conway Data. Among the tools at Conway Analytics' disposal is the massively expanded and renamed Conway Projects Database, which builds on the proprietary database of corporate facility locations and expansions that Conway has maintained and improved since 1989.

## **Custom Content**

Conway Custom Content has produced custom content for more than 200 economic development/investment promotion agencies, industrial parks, airports and companies around the world.

## **Events**

Formerly Red Hot Locations, for 15 years Conway Events has been the world's foremost firm organizing events centered on foreign direct investment (FDI) and global corporate location trends.

## **Lead Generation**

Through a combination of direct outreach tools including direct-dial calls by trained lead generation professionals, direct email, and customized letters to communicate with expanding companies, we identify your key target prospects in the very early stages of their site searches.

In some cases, we actually meet with the companies to get more detailed information. Once a qualified lead is identified, we'll send you a company briefing, and schedule the first conference call with you and the company decision-maker.



## PR & Marketing

Formerly the PONT Group, Conway PR & Marketing is one of the world's premier public relations and marketing agencies specializing in economic development, inward investment, trade and macro-tourism.

## Analytics Report

This is 1,000 leads in your inbox! This subscription-only report includes data on hundreds of new projects each month, and forecasts which companies are most likely to expand in your region. In addition to capital investment and job creation figures by project, the report features investment leads by region, capacity expansions, investment motives and commentary from corporate investors, consultants and Conway's team of researchers and journalists.



## Targeted Mailings

Site Selection can put your marketing message in front of tens of thousands of corporate decision-planners around the globe, whether it be a general branding campaign or one targeted by region or industry.

## Association Management

For more than 60 years Conway has managed some of the world's premier corporate real estate and corporate investment associations.



# WANT MORE?

Not about us. *From* us.



CONWAY  
GLOBAL

Become an exclusive Conway Global partner  
and reach our entire network.

For more information, email [conwayglobal@conway.com](mailto:conwayglobal@conway.com)

\*Honorable Allyson K Sturgeon  
Senior Corporate Attorney  
LG&E and KU Energy LLC  
220 West Main Street  
Louisville, KENTUCKY 40202

\*Sara Veeneman  
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\*Honorable W. Duncan Crosby III  
Attorney at Law  
Stoll Keenon Ogden, PLLC  
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\*Kentucky Utilities Company  
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