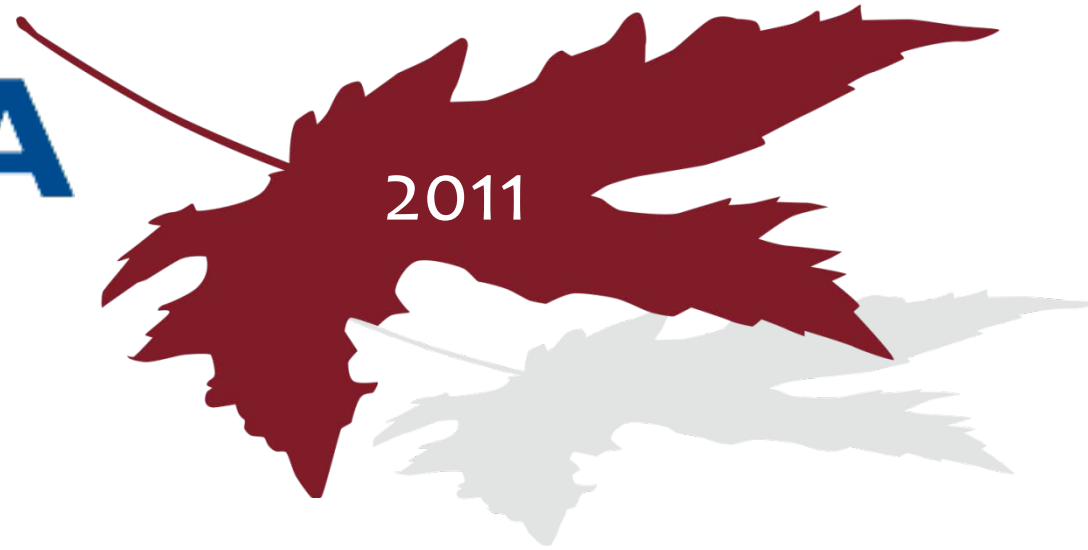


Location
CANADA
14th Annual Edition



A Corporate Site Locator's Guide to Canada's Investment Advantages

From the Publishers of **AREA** DEVELOPMENT
SITE AND FACILITY PLANNING

table of contents

Pg #	Item
<u>3</u>	program mission marketing mission
<u>4</u>	media integration target marketing editorial content
<u>5</u>	readership demographics
<u>6</u>	digital magazine global distribution to consulate offices
<u>7</u>	locationcanada.com locationcanada.com value-added
<u>8</u>	locationcanada.com traffic

Pg #	Item
<u>9</u>	locationcanada.com sample page
<u>10</u>	marketing opportunities
<u>11</u>	print rates
<u>12</u>	area reports – rates & specs
<u>13</u>	online – rates & specs
<u>14</u>	package discounts
<u>15</u>	facilitylocations.com
<u>16</u>	facilitylocations.com sample page
<u>17</u>	contact us

program mission

- LocationCanada will present the advantages of locating a facility in Canada to the U.S. investor. It will highlight Canada's:
 - Targeted industry sectors
 - Highly skilled, Multilingual labor force
 - Competitive business costs, and
 - Stable pro-business environment
 - All supported by numerous incentive programs

marketing mission

- The marketing goal of LocationCanada is to create long-term, brand awareness and business attraction for each and every advertiser. Successful marketing begins with the editorial product.
- This special report offers advertisers an excellent promotional opportunity that ties your area's story directly to this special publication and the reader's attention. Take advantage of this excellent advertising and editorial opportunity.

media integration

- Print Edition – over 41,000 mailed copies
- Online Digital Magazine & Standard HTML
- Worldwide Consulate Distribution: Beijing, Mexico City, London, Paris and more.
- Available Through 22 Consultant Offices in the U.S.

target marketing

- Corporate End Users
- Corporate Real Estate Executives
- Site Consultants
- Foreign Consulate Prospects

editorial content

- Overview of Canada's Investment Climate
- Skilled Labor Abounds
- Logistics – US/Canada Border Initiatives
- Doing Business in Canada
- Investment Incentives & Tax Advantages
- Target Industry Market Reports:
 - Advanced Manufacturing
 - auto, aerospace, plastics
 - Renewable Energy
 - IT/Digital Arts
 - Biotech/Pharma/Agribio
 - Financial/Business Services

readership demographics

Expanding Existing Facility within 3 Yrs

Those with Expansion Plans, Number of New Jobs Created

Fewer than 20	49%
20-49	17%
50-99	11%
100-499	17%
500-999	4%
1000+	3%

Source: Area Development 25th Annual Corporate Survey, Published Jan 2011

Opening New Facility within 3 Yrs

Type of Foreign Facility to be Opened

Manufacturing	35%
Warehouse/Distribution	25%
HQ	3%
R&D	7%
Back Office/Call Center	9%
Data Center	6%
Other	16%

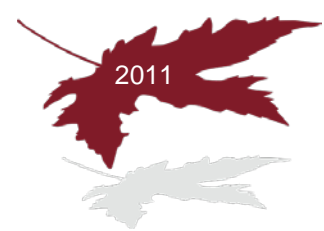
Source: Area Development 25th Annual Corporate Survey, Published Jan 2011

Title

of Readers

Chairman, President, Partner, CEO, COO, or Owner	17,868
CFO, Treasurer, Controller, etc	11,586
Vice President, Secretary or Other Corporate Officer	4,447
Real Estate Manager/Director; Facility Manager/Director; VP/Real Estate	5,520
Other	1,008
Total	40,429

Source: December 2010, submitted for to BPA for our Publisher's Statement

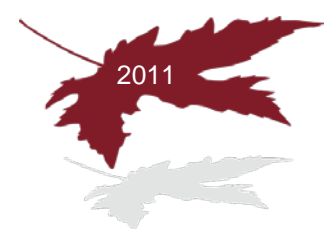


digital magazine

- LocationCanada.com will have both full editorial content and “Digital Magazine Format” for 2011. Viewers can read LocationCanada.com as if it were a website or a magazine... flipping through the pages just like the hard copy. The digital format includes your print ad as it appears in the print version – AT NO EXTRA CHARGE. Your home page and e-mail address will be live links.
- The 2011 version of LocationCanada can easily be found on the “Feature Publication Belt” on the opening page of Area Development Online.

global distribution to consulate offices

- Overrun copies of Location Canada 2011 will be shipped to 22 Consulate offices in the U.S. and to key overseas offices in London, Paris, Mexico City, Beijing, and many more Investment Branch offices worldwide.

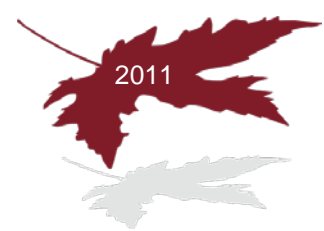


locationcanada.com

- LocationCanada 2011's editorial content will be featured for a full year on LocationCanada.com, and will create a dynamic online information environment for corporate site locators, consultants, and other investment prospects interested in the Canadian market.
- LocationCanada.com provides an active 12-month promotion extension to your message in LocationCanada 2011 at no additional cost, with direct links to your website.
- Entire editorial content of LocationCanada 2011 is posted and updated throughout the year with timely and pertinent updates of content, including news and content provided by the Canadian Consulate and you as an advertiser.

locationcanada.com value-added

- Advertisers' eDirectory has enhanced listings, including all contact info, linkable e-mail/web address, 50-word description of your organization (client supplied) and FastIcons™ that will give viewers shortcuts to your website, eMail, your FastFacility building and sites listings, send you a inquiry form.
- Viewers are linked to your FacilityLocations.com profile. See Pg 15 for details on FacilityLocations.com
- All print advertisers and "Area Report" participants in LocationCanada 2011 **receive FREE online ads.**
- LocationCanada.com is linked from AreaDevelopment.com — the industry's #1 site selection web-site — driving additional traffic to the site.






locationcanada.com traffic *

Items	2010 Actual
Unique Visitors	16,357
Visitors Sessions	14,770
Page Views	22,209
Average Visitor Session Length (mm:ss)	03:02
Banner Ad Average Number of Impressions	66,648 total
	4,443.2 average per online advertiser
Banner Ad Click Thru Rate	0.19%
* <u>Source</u> : Google Analytics, Jan-Dec 2010	

locationcanada.com sample page

AREA DEVELOPMENT PRESENTS


ADVERTISE | SUBSCRIBE | RSS | ABOUT US | CONTACT

Location Canada provides an introduction to direct investment into Canada for the global-minded company with practical advice and guidance about facilities deployment, labor force skills, taxes and incentives, and more.


Location Canada | Topics | Area Development Online | Related Sites

Canada Government Regulations & Assistance | Success Stories | Site Selection/Facility Planning | Labor/Education | Industry Reports | Energy/Environment | Logistics/Infrastructure | Taxes/Incentives | Canada Investment News | Studies/Research/Papers | Area Reports



Canada: An Ideal Place to Invest


Along with its high standard of living, Canada offers businesses investment security and opportunity in an economically uncertain time. [Read More](#)

Select Language 

NEWS | STUDIES/RESEARCH | AROUND THE WEB

CANADA INVESTMENT NEWS

- Canadian Firm Grand & Toy Establishes Five Business Centers in Toronto 2/25/11 [AD](#)
- Canadian Tech South East Receives Funding for IT Business Seminars 2/25/11 [AD](#)
- Wipak Investing \$20M in Winnipeg, Manitoba, Expansion 2/18/11 [AD](#)
- GE Canada and StandardAero Building \$50M R&D Facility in Winnipeg, Manitoba 2/17/11 [AD](#)
- Canada and U.S. Work for Improved Economic Competitiveness 2/9/11 [AD](#)

More Canada Investment News 

Articles

CANADA GOVERNMENT REGULATIONS & ASSISTANCE

Doing Business in Canada: A Guide for U.S. and International Investors

Significant changes to government business regulations may affect international investors who wish to do business in Canada. [Read More](#)

CANADA: A Great Place to Do Business

Patenting in the Great White North: Canadian Patent Law for U.S. Businesses

More Canada Government Regulations & Assistance Articles

SUCCESS STORIES

Galderma Pharmaceutical Expands in Quebec

In 2006, 6N Silicon Inc. was a small business operating from a basement. [Read More](#)

Ontario's 6N Silicon Lights Up the Solar Power Industry

Canada's most populous province is taking steps to become North America's greenest economy. [Read More](#)

New Wind Turbine Plant for Nova Scotia

Strategic partnerships and prudent planning have put Canada's Atlantic provinces in a strong position to withstand the global recession. [Read More](#)

[More Success Stories](#)

SITE SELECTION/FACILITY PLANNING

Canada: A Land of Innovation in Research and Development

Canada has invested billions of dollars to create a research and development environment that encourages international investment. [Read More](#)


[More Site Selection/Facility Planning Articles](#)



INDUSTRY REPORTS

Locating in Chatham-Kent Is a Winning Proposition for Business!

Ontario's food and beverage sector is set up for success.

You really should be here.




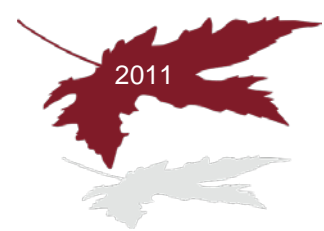
 

Paid for by the Government of Ontario

www.investinontario.com/food 1-800-819-6701 foodinvest@ontario.ca

AVAILABLE BUILDINGS/SITES

 The FastFacility database delivers information about available buildings and sites to expanding companies, consultants, and



marketing opportunities

- **Run-of Book Advertisements** – ads ranging in size from 1/4 Pg and up
- **Area Reports** – are client-supplied area location reports and are available in Two- or One-Page formats. All layout and design is done by Area Development's award-winning design team. Report details are:

Report Size	Number of Words	Graphics	Free Area Report Reprints
Two Pg	900 – 1,000	3	500
One Pg	450 – 500	2	500

- **Online** – 3- 6- and 12-month terms; three ads per page; very high CTR, monthly automated reports sent directly to you.
- **eNewsletter** – Area Development's "***This Week***" eNewsletter containing amassed industry news from around the web, with reports of number of emails opened, number of ad impressions, and click thrus.

print – rates

4-Color Net Rates

Canadian Dollars

Page Sizes	4Color 2011 Rates	Early Bird Rates (expire 18 Mar)
Full Pg	\$ 8230	\$ 7395
2/3 Pg	\$6395	\$5755
½ Pg	\$5575	\$5020
1/3 Pg	\$4210	\$3795
1/4 Pg	\$3635	\$3275
Deadlines		
Ad Orders	18 Mar – Early Bird	8 April
Ad Copy	15 April	

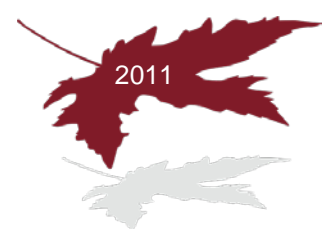
Cover Net Rates

Canadian Dollars

Covers	4Color 2011 Rates	Early Bird Rates (expire 18 Mar)
Back Cover	\$9,295	\$8,530
Inside Front	\$8995	\$8095
Inside Back	\$8795	\$7915

NOTES:

- Early Bird Rates Expire Friday 18 March 2011
- All rates are net to Area Development
- All rates are in Canadian Dollars
- **All print advertisers automatically receive FREE**
- **online ads** – time length of online based on print ad size. See [Page 13](#) for more info.
- **1 year** of the **Select Sites** listing in **FacilityLocations.com**. See [page 15](#) for details



area reports – rates & specs

- Again in 2011 we offer client-supplied location reports. They are available in Two-, One- or Half-Page formats. ***Your town, Your story.*** All layout and design is done by Area Development's award-winning design team. Report details are:

Report Size	Number of Words	Graphics	Free Area Report Reprints
Two Pg	900 – 1,000	3	500
One Pg	450 – 500	2	500

Profile Size	Net Cost (in Canadian \$)
Two-Page	\$9990
One-Page	\$8495

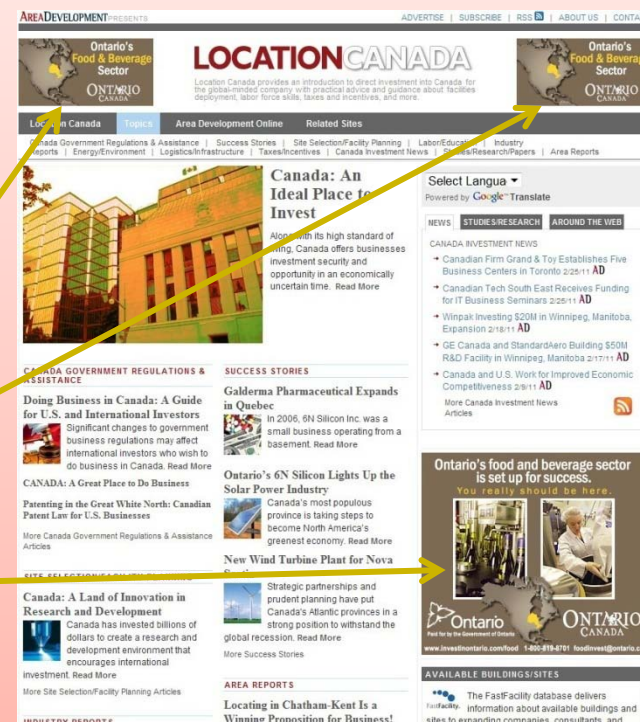
Area Reports Deadlines	
Profile Orders	1 April
Profile and Graphics	No later than 8 April

- All Area Report participants receive **FREE**:
- **online ads** – see [page 13](#) for details.
 - **1 year** of the **Select Sites** listing on **FacilityLocations.com** – see [page 15](#) for details.

online – rates & specs

FREE for all print advertisers

Term	Net Cost (in Canadian \$)	FREE Online Ads for Print Advertisers
12 Months	\$5895	Full Pg, 2/3 and any size Area Report gets 12 months
6 Months	\$3565	1/2 Pg gets 6 months
3 Months	\$2070	1/3 Pg and less gets 3 months
Creative Units	Pixel Size	
Leader board Ads	180x90	
Rectangle Ads	300x270	
Half Page Ads (not shown)	300x600	



- Advertiser dominates page with **ALL THREE** ad positions at once. Ads do not rotate until the viewer moves to another page.
- Flash accepted.
- All ads are click-thru and tracked with monthly reports from AdJuggler.

package discounts

➤ **You have four marketing options:**

- Run-of-Book ads
- Area Reports
- Online Ads
 - *all run-of-book and area reports advertisers automatically get FREE online ads*
- eNewsLetters Sponsorships

➤ **Package Discounts:**

- Buy anyTwo and get a 10% discount on your total package costs
- Buy any Three packages and get a 15% discount on your total package costs

facilitylocations.com

- **All advertisers** receive a free, enhanced listing on our brand new site search tool: FacilityLocations.com
- Be included in this industry leading eDirectory with an enhanced Select Sites listing. The listing includes:
 - organization overview
 - multiple contacts
 - snail mail info
 - web link
 - social media links
 - available property listings
 - RSS newsfeeds
 - information request form
 - location assets
 - foreign trade zone
 - logistics/intermodal
 - top companies
 - key industries
 - streaming video
 - GIS mapping, with
 - draw/measure tool
 - street and bird's eye views
 - layers
 - provincial agencies
 - local agencies
 - regional agencies
 - utilities
 - port/airport agencies
 - and more features.
- You can see a demo – with detailed explanations – of FacilityLocations.com by clicking [here](#).
- The site is live, in a public-beta version. Visit us at FacilityLocations.com.

facilitylocations.com sample page

ABOUT US | LIST YOUR ORGANIZATION | BLOG | FEATURED LISTINGS | PRICING

Brampton *where?*

FacilityLocations *beta*

Brampton *where?*

HOME • UNITED STATES • CANADA • MEXICO • EUROPE • AMERICAS/CARIBBEAN • MIDDLE EAST/AFRICA • ASIA/PACIFIC/ROW • CONSULTANTS

Canada • Central Canada • Ontario

SELECT SITES

LOCAL DEVELOPMENT AGENCIES

Halton Hills, Town of

Request Info
Location Profile

Donq Penrice
Officer, Economic Development
1 Nelson Hill Drive
Halton Hills, ON L7Y 5G2
905-873-2661 ext.2343
Fax: 905-873-2267

Oshawa, City of

Request Info
Location Profile

Cindy Symons-Mitrov
Director, Economic Development Services
55 Centre Street S.
Oshawa, ON L1H 3Z7
905-436-5617
Fax: 905-436-5623

Rainy River Future Development Corporation

Request Info
Location Profile

Geoff Gilson
Regional Economic Developer

PROVINCIAL DEVELOPMENT AGENCIES

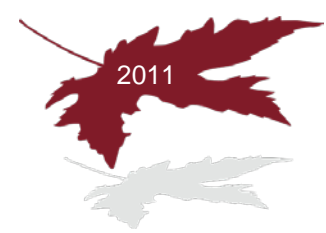
LIST FILTERS

Listings: ☒ LOCAL ☒ PROVINCIAL

☒ AD News

ALL LISTINGS

Local Development Agencies	Regional Development Agencies	Provincial Development Agencies	Utilities	Industrial/Tech Parks
1000 Island Community Development Corp. Tom Russell Executive Director 3 Market Street W. Suite 3 Brookville, ON K8V 7L2 613-345-4216	Argente, Town of 16 Edward Street South P.O. Box 213 Amherst, ON K7S 3K2 613-623-6817	Aurora, Town of Anthony Ierullo Officer, Economic Development 1 Municipal Drive P.O. Box 1000 Aurora, ON L4G 6J1 905-726-4742	Barrie, City of Harry Kirolos 70 Collier Street Box 400 Barrie, ON L4M 7Z2 705-726-9953	Brandsburg, Town of Cheryl Kelley 1000 Taylor Court Brandsburg, ON P1L 1B6 705-645-5264
Ajax, Town of Lisa Hantz Manager, Business Development & Marketing 65 Harwood Ave. S. Ajax, ON L1S 2H9 905-683-4550	Atkinsville EDC Garry McGinnis P.O. Box 218 Atkinsville, ON R0T 1C8 807-287-2757	Aylmer, Town of Heather Adams Administrator 46 Tabot Street West Aylmer, ON N0M 1Z7 519-773-3164	Bellefleur, City of Karen Pratte City Hall 109 Front St. Bellefleur, ON K0N 2Y8 613-967-3273	Brampton, City of Don Eastwood Director, Economic Development 33 Queen Street W. 3rd Floor Brampton, ON L6Y 1L9 905-874-3049



contact us

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Editor	Canadian Market Account Executive
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New York	
11590	
USA	