



A SPECIAL ADVERTISING SECTION APPEARING IN **FORTUNE**

This is a unique opportunity to partner with the state of Georgia and tell your success story to an elite audience of business executives.

# GEORGIA



A special section supported by the Georgia Department of Economic Development and Georgia Governor Nathan Deal, appearing in the North American edition of the Sept. 26, 2011 "Fastest Growing Companies" issue of *Fortune*.

## NORTH AMERICAN EDITION

**AD CLOSE:** Aug. 8  
**MATERIALS DUE:** Aug. 11  
**ON SALE DATE:** Sept. 13  
**ISSUE DATE:** Sept. 26

Note: Dates subject to change



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It's an exciting time to be in Georgia. A record number of companies expanded or relocated last year, including Coca-Cola, Novelis, Sony Ericsson, and GE Energy. Site selection consultants continue to give the state's business environment a big "thumbs up." Georgia has extended its brand throughout the world, outpacing its competitors as the best choice for business investment.

Governor Deal understands that economic development is a No. 1 priority. "From the start," Deal says, "my main goal has been creating jobs for Georgians. However, we are not looking to the taxpayer to fund new positions. The growth and stability of our job base must come from private businesses."

As an example of the strength and stability Georgia brings to the table, the country's three credit rating agencies recently gave a triple-A rating to the state's bonds. According to Fitch Investors Service, the AAA rating reflects "conservative debt management, a proven willingness and ability to support fiscal balance, and a diversified economy. Despite economic weakness during the recession, the state's economy has grown rapidly and diversified over time."

## Why Participate?

*Fortune* reaches a powerful and growing audience of 4.4 million business readers—59% are top corporate decision-makers. This special feature will focus on companies and organizations with Georgia operations, and will include interviews with state leaders who will discuss how the business, economic, and cultural climate in Georgia has helped them prosper.

The *Fortune* "Fastest Growing Companies" is among the most widely read issues of the year. It is also a top newsstand performer. As such, it offers participants in the Georgia special section a large, attentive audience.

## Gold Sponsorship Package\*

- Full-page display ad or full-page text ad (up to 500 words) in the North American edition of the Sept. 26, 2011 issue of *Fortune*.
- Up to 125 words of copy about your company in the section text.

## Silver Sponsorship Package\*

- Half-page display ad, or half-page text ad (up to 250 words) in the North American edition of the Sept. 26, 2011 issue of *Fortune*.
- Up to 50 words of copy about your company in the section text.

\* Gold and Silver sponsors may participate at a special Georgia section discounted rate, or at their earned discount rate from *Fortune*'s standard North American section rates.

## Bronze Sponsorship Package

- Profile unit, including a photo or logo, and 100 words to tell your company's story in the North American edition of the Sept. 26, 2011 issue of *Fortune*.

## Additional Sponsor Benefits

- Your website URL will be listed in the section.
- You will receive a PDF file of the Georgia section.
- The Georgia section will appear on the *Fortune* Special Sections page of CNNMoney.com, the No. 1 business and finance destination on the web.
- The section will appear on the Georgia Department of Economic Development website.
- The section will be widely distributed at conferences, trade shows, and trade missions during 2011 and 2012 by the Georgia Department of Economic Development.
- Sponsoring companies/organizations will be invited to attend the reception to celebrate the publication of the Georgia section in *Fortune* magazine with Governor Deal and Commissioner Cummiskey of the Georgia Department of Economic Development.