

GREATER AKRON ECONOMIC DEVELOPMENT GUIDE

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A fully integrated marketing program for local businesses

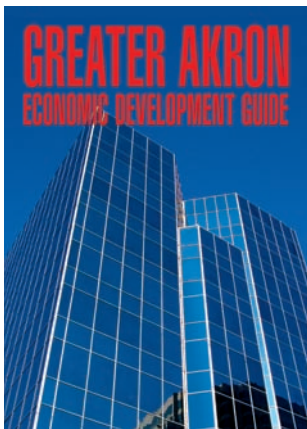
Dear Business Leader:

The Greater Akron Chamber's mission is to promote economic vitality in the region. Carrying out this core mission requires strategic marketing. The centerpiece of our marketing strategy is the *Greater Akron Economic Development Guide* magabrand — a magazine brand extending across multiple media platforms to reach readers wherever they go.

The *Greater Akron Economic Development Guide* is our chance to highlight the growth and vitality of the Greater Akron region's economic climate. It also offers the opportunity to showcase the energy and innovation — in strategies products and projects — that are rapidly becoming hallmarks of the Greater Akron business community.

Produced by our award-winning publishing partner, Journal Communications Inc., *Greater Akron Economic Development Guide* is a multi-media marketing program that gives advertisers maximum return — particularly in targeting prospective or new businesses, potential employees and residents. With *Greater Akron Economic Development Guide*, an advertising investment provides year-round exposure through multiple avenues.

- **An engaging magazine:** *Greater Akron Economic Development Guide* offers all original photography and editorial content in a high-quality, true magazine format.
- **Beyond print:** Featuring a virtual magazine, streaming video tour and workstyle and lifestyle information, *Greater Akron Economic Development Guide* online provides expanded content and distribution 24/7.
- **Targeted reach:** Our comprehensive distribution program reaches prospective businesses and employees throughout the year.
- **Message impact:** A quality environment compels reader engagement and enhances the credibility of advertisements.
- **Direct marketing:** Advertisers may take advantage of a turnkey customer acquisition, retention and cross-selling plan.



Greater Akron Economic Development Guide (imagesakron.com) is the official Greater Akron Chamber-sponsored magabrand that delivers the targeted audience local businesses most want to reach.

Now is your opportunity to join in maximizing the potential of Greater Akron's economy. Your presence in the print and online publications establishes your organization as a key partner in Greater Akron's drive to promote economic growth.

A representative from Journal Communications will be in touch soon. I encourage you to arrange a short meeting as soon as possible to learn more about the *Greater Akron Economic Development Guide* magabrand and how you can participate. In the meantime, simply complete the form on the back and fax it to us, or call us at **(330) 376-5550** for more information.

Thank you for supporting our region's most collaborative marketing effort. I look forward to hearing from you soon!

Sincerely,

A handwritten signature in black ink that reads 'Daniel C. Colantone'.

Daniel C. Colantone, CCE
President & CEO
Greater Akron Chamber



Sponsored by the
Greater Akron Chamber

GREATER AKRON ECONOMIC DEVELOPMENT GUIDE

in print
and online

imagesakron.com

A fully integrated
marketing
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businesses



INFORMATION REQUEST:

Space is limited - return today for the best options.

- I want to learn about advertising in the 2009 edition of *Greater Akron Economic Development Guide*.
- I am interested in a premium position. Please contact me ASAP.
- I am interested in online advertising opportunities.

Contact Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Fax to: **(330) 379-3164**, Journal Communications Inc.
c/o Greater Akron Chamber

