

**BizCosts.com**

2011 Advertising Kit

BizCosts®...The Cost of Doing Business

Princeton, NJ

## Online Advertising on **BizCosts.com**



**BizCosts.com**, the unique website providing comparative cost-of-doing business information to site-seeking corporations, has created a dynamic online advertising opportunity.

**BizCosts.com** offers advertisers a unique and highly exclusive vehicle to reach this often under-the-radar audience and reach it during the early-on planning and research phase.

Users of **BizCosts.com** include such corporations as: FedEx, Hershey Foods, Caterpillar, PepsiCo, W.W. Grainger, Sanofi-Aventis and many others.

***Simply put, advertising on **BizCosts.com** will enable you to reach the right corporate audience at the right time.***

### **Advertising on **BizCosts.com** can distinguish stakeholders in the corporate relocation field, including:**

- Commercial and industrial real estate firms
- Developers of office and industrial parks and properties
- Suppliers and vendors to new plant, office and warehouse operations
- The architectural and engineering community
- Recruiters, temp agencies, training and HR firms
- Employee relocation firms and national home movers
- Residential real estate firms and home finders
- Chamber of commerce organizations
- Utility companies



## ADVERTISING OPPORTUNITIES


Limited Advertising Space – Two Home Page Ad Slots

### **BANNER AD**

SIZE	721 x 154 pixels
POSITION	Bottom of Home Page
AVAILABILITY	One ad slot
ROTATION	Maximum of 10 ads ROS - Minimum 10% ad view
FORMAT	JPG, GIF or PNG
PRICE	\$775 month, three-month minimum

### **SIDEBAR AD**

SIZE	275 x 213 pixels
POSITION	Right Side of Home Page
AVAILABILIT	One ad slot
ROTATION	Maximum five ads ROS - Minimum 20% ad view
FORMAT	JPG, GIF or PNG
PRICE	\$550 month, three-month minimum



**BizCosts®** is a registered trademark of The Boyd Company, Inc., corporate location consultants of Princeton, NJ. Founded in 1975, Boyd provides independent location counsel to major U.S. and overseas corporations.

Questions? Contact John Boyd, Jr. at: [jab@theboydcompany.com](mailto:jab@theboydcompany.com)

or call: 1-800-974-BOYD (2693).

BizCosts® .....

**The nation's leading provider of  
business costs that vary by city**

Planning a Move to Reduce Costs?  
BizCosts® Reports Can Help.  
Call us toll free at 1.800.520.7658

**Welcome to BizCosts®**

**BizCosts® Reports** are comparative cost of doing business studies developed from the proprietary data bank of The Boyd Company, Inc., Location Consultants, Princeton, NJ.

Devoted exclusively to the impact of cost on corporate relocation, **BizCosts®** is recognized as the nation's premier source for comparative business cost information. **BizCosts® Reports** are unique in their industry-specific modeling, geographic focus and annualized, factor-by-factor format.

**BizCosts® Reports** focus on growth industries, industries in transition and on specific corporate functions or groups like manufacturing, R&D, distribution, customer service, I.T., telesales, data storage, headquarters and others.

Since 1975, The Boyd Company has provided site selection recommendations and economic data to corporations and institutions like HP, PepsiCo; JP Morgan Chase; Pratt & Whitney; Honda; the World Bank and others.

You can learn more about Boyd by visiting: [www.TheBoydCompany.com](http://www.TheBoydCompany.com) and by following Boyd on Twitter.



Click [Here](#) for report descriptions



# 2011 BizCosts.com Ad Insertion Form

(FAX to: 609-920-0266)

## CONTACT INFORMATION

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

COUNTRY \_\_\_\_\_ ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

## MONTHS

\_\_\_\_\_ Number of months (Three-month minimum)

\_\_\_\_\_ Starting month

## AD SUBMISSION FORMAT

\_\_\_\_\_ JPEG

\_\_\_\_\_ GIF

\_\_\_\_\_ PNG

## AD SIZES

### BANNER AD

\$775 x \_\_\_\_\_ = \$ \_\_\_\_\_ /month  
Number of ads

### SIDEBAR AD

\$550 x \_\_\_\_\_ = \$ \_\_\_\_\_ /month  
Number of ads