

IIUSA

INVEST IN THE USA<sup>®</sup>

# REGIONAL CENTER BUSINESS JOURNAL

2016 MEDIA KIT



# THE REGIONAL CENTER BUSINESS JOURNAL:

## *The EB-5 Industry's Premier Publication*

Now in its fourth full year of publication, the *Regional Center Business Journal* (the "RCBJ") quarterly magazine is the go-to source for EB-5 industry news, in-depth analysis and strategic market insights. The RCBJ reflects IIUSA's dedication to ensuring our members and the public are well-informed about the latest EB-5 Regional Center industry news and trends, while highlighting the successful regional economic development and U.S. job creation occurring all across the country thanks to the EB-5 Regional Center Program. With articles written by experts from across the IIUSA membership and curated by its 12-member Editorial Committee, the RCBJ's offer EB-5 stakeholders comprehensive and up-to-date information on a wide variety of industry topics divided into the following sections:

**ADVOCACY/GOVERNMENT AFFAIRS:** As the voice of the EB-5 Regional Center industry in government and public affairs, IIUSA advocates for policies that maximize the economic impact of the Program for the U.S. This section features a review of recent legislative and government affairs activities, demonstrates the ever-increasing impact of the EB-5 Program and highlight IIUSA's association-building initiatives to expand industry knowledge of federal, state and local issues impacting the Program.

**EDUCATION/RESEARCH:** As part of IIUSA's commitment to industry development and public education on the EB-5 Regional Center Program, each issue of the RCBJ includes articles on EB-5 policy, data analysis, market research and more.

**INTERNATIONAL PERSPECTIVES:** As the EB-5 Program continues to emerge as a valuable economic development tool it continues to expand its influence in all areas of the globe. The RCBJ offers readers the opportunity to learn about the established markets as well as emergent ones. International perspective articles remind industry stakeholders of EB-5 market diversification and market possibilities.

**MEMBERSHIP INFORMATION:** IIUSA's membership consists of over 500 organizations including 290+ federally designated EB-5 Regional Centers and 250+ EB-5 service providers (including attorneys, consultants, economists, etc.). The membership section includes a schedule of upcoming industry events, committee updates and marketplace offerings exclusive to IIUSA members.

No matter what role one plays in the EB-5 industry, the *RCBJ* is designed to keep them informed. In addition to being shipped in hard copy all over the world, the *Journal* is available digitally in mobile/tablet friendly formatting.

### ★ ★ ★ ADVERTISING ★ ★ ★



Print distribution reaches over 4,000 participants in the EB-5 Program including associate and regional center members, strategic industry partners and interest groups, Congressional offices and federal/state and local government stakeholders.



The *Regional Center Business Journal* receives over four thousand of unique visits each month on IIUSA.org.



International distribution of over 1,500 EB-5 Stakeholders, including over 1,000 individuals and businesses based in Mainland China.

Advertising in IIUSA's quarterly *Regional Center Business Journal* provides you with the necessary exposure to build, enhance, and maintain your brand by opening doors to business relationships with key individuals within the EB-5 Regional Center industry.

Your advertisement will be viewed by a targeted audience of over **10,000 EB-5 industry professionals** including project sponsors, Regional Center operators, attorneys, consultants economists, foreign intermediaries and potential investors. Other recipients of the *Regional Center Business Journal* include federal, state, and local (county/city) government offices, including Congressional Offices, from across the U.S.

For more information, email [info@iiusa.org](mailto:info@iiusa.org).

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## ★ 2016 PUBLICATION CALENDAR ★

PUBLICATION	AD DEADLINE
MARCH 2016	<b>March 11</b>
JUNE 2016	<b>June 10</b>
SEPT. 2016	<b>September 9</b>
DEC. 2016	<b>December 9</b>

### FULL SPREAD (BLEED ONLY)\*

17.25" x 11.25" BLEED SIZE	17" x 11" TRIM SIZE
8" x 10.5" LIVE AREA	8" x 10.5" LIVE AREA

### FULL PAGE (BLEED)\*

8.75" x 11.25" BLEED SIZE
8.5" x 11" TRIM SIZE
8" x 10.5" LIVE AREA

### FULL PAGE (NO BLEED)

7.5" x 10"
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### HALF PAGE (NO BLEED)

7.5" x 4.75"
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### QUARTER PAGE (NO BLEED)

3.5" x 4.75"
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## ★ ★ ★ 2016 ADVERTISING RATES ★ ★ ★

AD BUNDLES RECEIVE 10% DISCOUNT

AD SIZE	SINGLE (x1)	BUNDLE (x4)
Full Spread	\$2,950	\$2,650
Full Page	\$1,550	\$1,375
Half Page	\$975	\$875
Quarter Page	\$575	\$525

## ★ ★ ★ ADVERTISEMENT SIZES ★ ★ ★

AD SIZE	BLEED SIZE	TRIM SIZE	NON-BLEED SIZE
Full Spread	17.25" x 11.25"	17" x 11"	—
Full Page	8.75" x 11.25"	8.5" x 11"	7.5" x 10"
Half Page	—	—	7.5" x 4.75"
Quarter Page	—	—	3.5" x 4.75"

## ★ ★ ★ GUIDELINES ★ ★ ★

### ★ ★ ★ \*BLEED ★ ★ ★

RCBJ uses 1/8" bleed to ensure artwork runs to the edge of the page.

On bleed advertisements, please submit artwork at bleed size and allow at least **3/8" of a margin on all live content** (including text and logos) from edge of artwork (photos and illustrations).

### ★ ★ ★ COLORS ★ ★ ★

Convert all spot/custom colors to four-color process prior to submission. Please provide CMYK files only. Do not submit files in RGB, or files containing additional channels. Color proofs requested if sending art on disc. We cannot guarantee exact color matching.

### ★ ★ ★ FILE TYPES ★ ★ ★

We accept the following:

- Print-ready PDF (X-1A) with all fonts outlined and all images 300 dpi
- Compressed TIFF (CMYK or grayscale)

### ★ ★ ★ RESOLUTION ★ ★ ★

Ensure that all images are a minimum of 300 dpi at 100% of placement size.

**Please submit all final artwork to: [info@iiusa.org](mailto:info@iiusa.org).**

\*\*Disclaimer: All ad space is placed based on the availability of space in each edition of the RCBJ. IIUSA reserves the right to decide the publication and placement of each ad purchased. We will do our best to accommodate your first choice of placement.

LIMITATION OF LIABILITY: ADVERTISER'S RESPONSIBILITY TO OBSERVE SECURITIES LAWS Advertiser and Advertising Agencies agree that, in placing any advertising or other material for publication with Publisher, Advertiser shall have the exclusive responsibility to ensure that such publication conforms with all federal and applicable state and foreign securities law and regulations. In particular, Advertiser acknowledges that in any current or future offering of securities it makes in reliance on certain exemptions from registration under the applicable state and federal securities laws, including the Securities Act of 1933 (collectively, the "Exemptions"), such Exemptions may prohibit the use of general solicitation or advertisement relating to the intended offering. Advertiser understands that if an unregistered offering fails to conform with an appropriate Exemption, it may be subject to civil or criminal penalties and/or the right of investors to rescind their investments. Publisher shall not be liable to Advertiser or any third party for any failure of Advertiser to conform to applicable securities laws and regulations, including any loss of eligibility to claim any Exemption as a result of the advertisement contemplated by the Contract (the "Advertisement") or any other publication of material supplied by Advertiser. Advertiser shall be solely responsible for the production and content of the Advertisement, including all legends, disclaimers, limitations, warnings, waivers, releases, restrictions, or other language to be included on the Advertisement. Advertiser represents and warrants that it has not relied on any advice of Publisher relating to the publication of the Advertisement, including advice pertaining to the offering and sale of securities, the publication of advertisements relating to securities, or any Exemptions. To the maximum extent permitted by applicable law, Publisher shall not, under any circumstances, be liable to Advertiser for any special, incidental, indirect, punitive, or consequential damages of any kind, arising out of or in connection with publication of the Advertisement, nor for any loss of business or loss of profits, regardless of the form of action, whether in contract, tort (including negligence), strict liability or any other legal or equitable theory.