

Utah's ONLY Business to Business Resource Guide for Decision Makers

UTAH Decision Makers™

TOP 100 BUSINESS

A Professional Guide to Products and Services

DIRECTORY



Industry Experts



Technology Services



Healthcare Leaders



Meetings & Events

The Business Leader's **Complimentary Resource Guide** for CEOs, Presidents, VPs, Corporate Directors, C-Level Executives, Professional Associations, Purchasing Agents, Business Leaders & **Key Decision Makers**



THE MOST
COMPREHENSIVE
RESOURCE
FOR LOCAL,
NATIONAL
AND GLOBAL
LEADERS
DOING
BUSINESS
IN UTAH



DISTRIBUTION

Reaching over 80,000 Key Decision Makers:

- ◆ CEOs
- ◆ COOs
- ◆ Presidents
- ◆ V.P.s
- ◆ Executives
- ◆ Directors
- ◆ Realtors
- ◆ Purchasing Agents
- ◆ Law Firms
- ◆ Senior Level Management
- ◆ Government Agencies
- ◆ State Libraries
- ◆ School Districts
- ◆ Telecom & Technology
- ◆ Human Resource Departments
- ◆ Oil, Gas, Energy
- ◆ Healthcare Professionals
- ◆ Local State Offices
- ◆ General Managers
- ◆ Professional Associations
- ◆ MPI, PCMA, HSMAI
- ◆ Universities & Colleges
- ◆ Financial Institutions
- ◆ Police & Fire Districts
- ◆ Utah & Regional Corporations
- ◆ Mining & Construction
- ◆ Business Trade Shows
- ◆ Meeting & Event Planners
- ◆ PR & Marketing Firms

The **Top 100 Business Guide** is a full-color resource for both print and online exposure.

NewsGroup 4™ will be featuring elite business-to-business services showcasing each professional partner through print, internet, radio & online social media marketing. Custom features include: insightful biographies, special industry reports, featured business editorials and direct links to key social media contacts. Professional networking includes business trade shows and a community focus in our "Ask The Experts" educational series.

Featured News editorials will focus directly on "Your Business In the News." Complimentary online radio interviews are part of the NewsGroup 4™ exclusive "One Source" campaign, ensuring you reach your prospective business partners on our site and yours.

Utah's **TOP 100 BUSINESS GUIDE** is the "only" exclusive go-to guide for professional Business Decision Makers.

UTAH has over 1.2 million professionals that need your products and services.

THE 4 KEY ELEMENTS TO MULTI-MEDIA SUCCESS: PRINT ♦ INTERNET ♦ RADIO ♦ SOCIAL MEDIA

NewsGroup 4™, together with the **TOP 100 GUIDE**, provides an opportunity for the local business community to engage with both *new* and *expanding* businesses relocating to Utah.



"The secret to success in life is for a person to be ready for opportunity when it comes."
-BENJAMIN DISRAELI

Did you know...

Over 25,000 Businesses are expanding and relocating to Utah annually ...

Do they know about you?

READERSHIP DEMOGRAPHICS

Men/Women: 60/40
Average Age: 39
Home Ownership: 94%
Education: 83% College Graduates
Average Individual Income: \$109,000
Average Total HH Income: \$214,900

SIZE OF FIRM BY NUMBER OF EMPLOYEES:
3-99: 39%
100-999: 27%
1000-4,999: 14%
5,000 plus: 11%
Organizations, Associations: 9%

ANNUAL RATES*

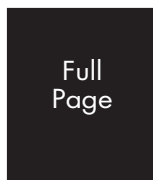
52 WEEKS OF EXPOSURE

TOP 100	Full Color	Black/White
Full Page	\$4,900	\$3,900
Half Page	\$3,450	\$2,450

PREMIUM POSITIONS

includes full page ad + special feature

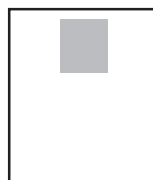
Inside Front Cover	\$7,900
Inside Back Cover	\$7,900
Outside Back Cover	\$8,450
Featured Profiles	\$1,950



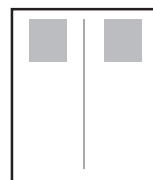
4.5"W x 7.5"H



4.5"W x 3.625"H



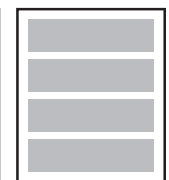
Business Biography



Leadership Spotlight



Ask the Expert



Community Focus

DIRECTORY LISTINGS TO INCLUDE:

Business Name, Phone, Address/Locations, Website



ONLINE RATES 52 week rate

Featured Profiles In The News w/ Editorial Coverage \$4900

Includes: quarterly news features about your business, plus radio interviews and social media outreach

Leaderboard

Horizontal Banner \$4,900

Skyscraper

Vertical Banner \$3,900

Box

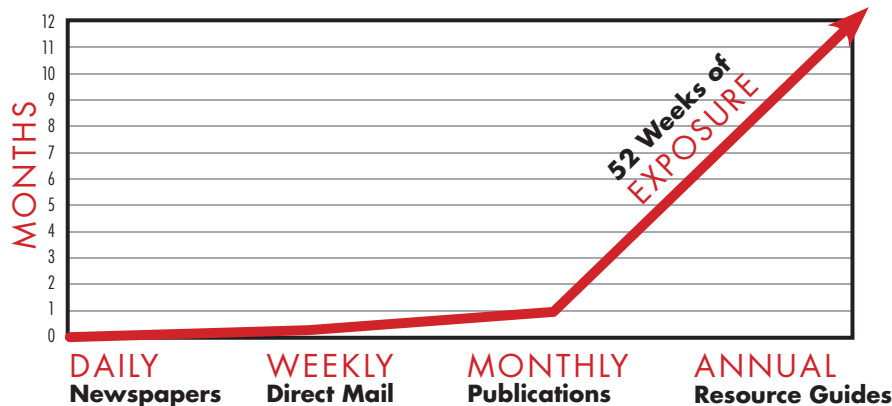
Square Banner \$2,450





UTAH DECISION MAKERS™ TOP 100 RESOURCE GUIDE

Providing annual exposure to your target audience



BUSINESS SERVICES

Everyday decision makers are faced with multiple projects, ongoing challenges and time-sensitive deadlines. Businesses that are new to the Mountain West region, currently relocating here and those expanding, will need access to reputable products & services. The TOP 100 resource guide provides direct and easy access to your business.



MEETINGS & EVENTS

Professionals from hotels & restaurants to business groups, convention organizations & corporate business leaders, rely on those superior services that consistently make them shine. The TOP 100 Guide provides a resource for those premier meeting and event specialists.



HEALTHCARE SERVICES

Corporations know the importance of a healthy workforce; providing insurance, benefits and various options for professional services. Quality and value provide the leading edge in today's marketplace. Top 100 Healthcare services & providers are dedicated to excellence in the industry.



FINANCIAL FOCUS

Business growth and development often revolve around our 'focus on finances'. Accounting firms, banks, lending institutions and credit unions all have a direct impact on our business decisions. Decision makers rely on our seasoned professionals for direction, guidance and a common-sense approach to business.



LEGAL MATTERS

The commitment and dedication to Utah's legal community is unsurpassed. Utah Decision makers rely on legal expertise and sound judgement from the Top legal teams featured in the TOP 100 Business Guide. Locating legal resources for trademarks, copyright law, employment, contracts, wills, or living trusts provides assurance we are protecting our valued assets.



ENTREPRENEURS WHO SHINE

During challenging economic times rise those passionate individuals who share their vision and insight; while driving success. Utah Entrepreneurs encourage businesses to create and build on their ideas. It's no secret why Utah is #1 in Inventor Patents, #2 in online population, and #3 in fastest growing firms.



WOMEN IN BUSINESS

Our Women business leaders share insight, intuition and industry expertise. Women in business are inspiring others through their commitment to excellence. In the US more than 50% of firms (10.4 million) are woman owned, generating \$1.9 trillion in sales, while employing more than 12.8 million Americans.

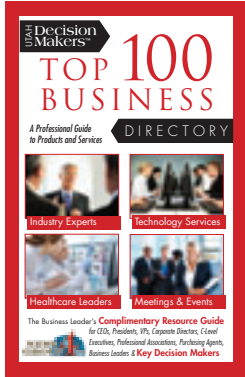


LEADERSHIP SPOTLIGHT

"Ask the Experts" is where our professionals lead by example. From volunteering time and resources to relevant interviews on industry trends, this is the go-to-place for CEO's, leaders and business professionals to share their passion and hopes for the future.

NewsGroup 4™ Maximizing Your Multi-Media Connections

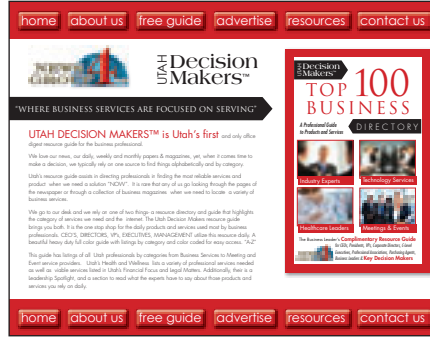
PRINT RESOURCE



Print and digital resource guide – both with featured ads, editorial and business profiles



INTERNET EXPOSURE



Online News featuring your business

SOCIAL MEDIA



Social Media outreach. We twitter and FB about you

RADIO



Radio interviews with an online presence showcasing Your Business In The News

DID YOU KNOW?

UTAH NAMED

THE BEST STATE for BUSINESS & CAREERS

– Forbes Magazine October 2010

MOST FISCALLY FIT STATE in the COUNTRY

– Forbes Magazine 2010

THE BEST MANAGED STATE in the NATION

– The Pew Center on the States

MOST DYNAMIC ECONOMY

– Kaufman 2008 State New Economy

UTAH is #1

IN LEADERS, PROFESSIONALS AND DECISION MAKERS

“WORKING TOGETHER IS WHAT WE DO BEST”

– Utah Decision Makers (2010)

BEST STATES TO LIVE IN

– Gallup Healthways (2010)

UTAH

TOP TEN states with STABLE ECONOMY

– for 2009, National Conference of State Legislatures

UTAH is #1 **TECHNOLOGY CONCENTRATION & DYNAMISM**

#1 **INVENTOR PATENTS**

#2 **ONLINE POPULATION**

#3 **FASTEST GROWING FIRMS**

#6 **VENTURE CAPITAL**

– Milken Institute

“Top 100 is Excellent Exposure. We needed to reach out to businesses relocating and expanding in Salt Lake City and the Mountain West Region. This compliments our goals for 2011 and 2012.”

– MICHELLE TAFOYA, Donor Recruitment, Red Cross, Salt Lake City, Utah

ECONOMIC OUTLET RANKED

UTAH #1

IN THE NATION

– Rich States Poor States

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“This is a fantastic marketing campaign. We appreciate the opportunity to be promoted via print, internet, social media and radio – all for one low price! What a great value for Utah’s Business community!”

– MELISSA HALLENBECK, Red Hot Marketing Communications, Renowned Marketing director for Burger King, Mrs. Fields, and fortune 500 companies

As a business franchise launching in Utah, we recently opened two new stores. We plan to open 12-15 more. The opportunity to be featured through NewsGroup 4™ gives us an online presence expanding our efforts to reach Utah’s fastest growing business community.

– BRYON MEYER & JEFF GREEN, Owners, Complete Nutrition



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