



**THE CHARLOTTE REGION:**  
A GLOBAL HUB FOR BUSINESS

The Charlotte Regional Business Alliance's Annual Publication

The premier publication from The Charlotte Regional Business Alliance, The Charlotte Region: A Global Hub for Business, will reach all economic development prospects, newcomers and Alliance members. The publication highlights quality of life information for newcomers to the Charlotte region, business structure information for potential employers, and incentive, tax and other relevant data for domestic and international development prospects. It is available in German, Italian, Japanese and Mandarin. The Charlotte Region: A Global Hub for Business will go to print late 2019 or early 2020.



**ADVERTISING OPTIONS**

- Full Page | English edition
- Full Page | Foreign Language edition
- Back Cover | English edition | limit one and industry exclusive
- Back Cover | Foreign Language edition | limit one per language and industry exclusive

**STRATEGIC MARKETING OPPORTUNITIES:**

**DIGITAL**

- Downloadable form featured on web page

**PRINT**

- 300 printed English editions
- 100 printed foreign language editions (per language)

**EXPOSURE**

- Visibility to economic development prospects
- Distributed at various Alliance events

**GROWTH**

- Audience Expansion



ENGLISH

TRANSLATED

**SPONSORSHIP BENEFITS**

Visibility in front of all Charlotte Regional Business Alliance economic development prospects	●	●
Visibility in front of key Charlotte leaders at selected Alliance events	●	
Targeted reach for international firms considering the Charlotte region in their language		●
Digital and downloadable publication featured on the Alliance global web page	●	●
Twenty (20) printed copies delivered after publication	●	●

INVESTMENT

**\$5,000**  
FULL-PAGE

**\$5,000**  
FULL-PAGE

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