Will Payne, project lead for InvestSWVA and managing partner of Coalfield Strategies, LLC, Southwest Virginia moves ahead: Three economic development initiatives announced in as many weeks. 

Plus, a building called “key to downtown Johnson City” sold, and Eastman prepares for centennial.

The Good News issue #2020 is gone. It’s time for a fresh start, beginning with the Niswonger Foundation’s regional workforce development initiative.

The Bristol, Tenn., fire department’s advanced EMT training team is among 25 honorees.

The ETSU Research Corporation opens its doors, and Business picks up in the Tennessee and Virginia state legislatures.

Eastman’s $250 million commitment to the region.

Kingsport-based chemical company launches massive — and profitable — recycling program.

Veterans in Business.

Miles Burdine and Jon Lundberg each developed principles for leadership and teambuilding in the military while simultaneously applying them to their roles in the private sector.

How regionalism in action landed a new EarthLink facility in Southwest Virginia.

Spike in COVID-19 cases slows recovery for hotels and hospitality industry.

Uncommon wealth: Virginia to invest $700m in broadband.

Middle College becoming a reality in northeast Tennessee.

2022 Advertising Rates and Specifications.
The Journal began publishing in April 1988 as a business-to-business publication publishing timely and informative articles about the people and businesses that make up the region. *The Business Journal* gives you the information you need to make better decisions to run your business and improve your bottom line... making *The Business Journal* a BUSINESS ESSENTIAL.

It's required reading for 22,000 Decision Makers...
The Business Journal…the decision magazine.

Rates/Net

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
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<td>Full Page</td>
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Cover Positions

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<tr>
<td>Inside Front</td>
<td>1925</td>
<td>1795</td>
<td>1695</td>
</tr>
<tr>
<td>Inside Back</td>
<td>1925</td>
<td>1795</td>
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</tr>
<tr>
<td>Back Cover</td>
<td>2400</td>
<td>2295</td>
<td>2195</td>
</tr>
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Guaranteed Position

Add 25% to net rates.

Trim and Bleeds

Page Trim Size is 8.375” x 10.875”
Full Page Bleeds: Bled .125” OUT from the trim size.
All copy should be .25” INSIDE the trim size to be printed.
All ads should be CMYK, image size minimum of 240dpi, max 300dpi.

Agency Commissions

Add 15% to net rates.

Online

*BJournal.com* provides a number of opportunities for online exposure. Call your Business Journal representative for more information.
Celebrate the rising stars in our region…40 Under Forty Partnership Opportunities

Act now to become a partner in the most anticipated professional event of the season as the Tri-Cities business community once again celebrates 40 Under Forty.

Since 1993, The Business Journal and a long list of esteemed partners have honored the best and brightest young professionals in the Tri-Cities. More than 1,000 honorees are part of this elite group. The 30th Annual 40 Under Forty Event will be held in October 2022.

Partnership Levels

**Presenting** ........................................... 6000
Primary placement of logo in all materials, eight tickets, signage at event, welcome at event, printed welcome in program and double page ad in the 40 Under Forty section of the December 2022 issue.

**Platinum** ............................................ 3000
Primary placement of logo in all materials, six tickets, and one full page ad in the 40 Under Forty section of the December 2022 issue.

**Gold** ................................................... 2250
Placement of logo in all materials, four tickets, one 1/2 page ad in the 40 Under Forty section of the December 2022 issue.

**Silver** .................................................. 1500
Tertiary placement of logo in all materials, two tickets, one 1/4 page ad in the 40 Under Forty section of the December 2022 issue.

Important Dates

- 40 Under Partnership Deadline - Wednesday, September 16, 2022
- Advertising Space Reservation Deadline - November 11, 2022
- Print Ready Advertising Materials Due - November 28, 2022
- Publication Date - December 2022
Book Of Lists Partnership

Simple - Effective - Valuable - Timeless

THE MOST TRUSTED NAME in business news publishes the most trusted directory of local businesses and decision-makers annually. The indispensable Book of Lists is referenced by thousands of individuals needing to know who’s doing business, and who to do business with, in Northeast Tennessee and Southwest Virginia.

Place your advertising message next to your industry list, distinguish yourself as a leader in your category or strategically place your ad across from the list of your potential customers. Distributed to all subscribers, The Book of Lists provides the best value with year-long exposure.

Advertising Rates

<table>
<thead>
<tr>
<th>Category</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title Partner</td>
<td>3595</td>
</tr>
<tr>
<td>Section Partners</td>
<td>2595</td>
</tr>
<tr>
<td>Inside Front/Back</td>
<td>1725</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>2195</td>
</tr>
<tr>
<td>Full Page</td>
<td>1525</td>
</tr>
<tr>
<td>Half Page</td>
<td>850</td>
</tr>
</tbody>
</table>

Title Partner

As the Title Partner you will receive your company name and logo on front cover and table of contents, a full page ad in the section of your choice and a welcome letter adjacent to the table of contents.

Section Partner

As a Section Partner you will receive a full page ad at the beginning of “your section,” and full page with logo and your descriptive information. Your logo will appear on each page of the section, in addition to the table of contents. So anytime a reader looks for information in “your section,” they’ll see your logo at the top of the page.

Important Dates

<table>
<thead>
<tr>
<th>Category</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Advertising Space Deadline</td>
<td>March 1, 2022</td>
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<tr>
<td>Print Ready Materials Due</td>
<td>March 23, 2022</td>
</tr>
<tr>
<td>Publication Date</td>
<td>March 2022</td>
</tr>
</tbody>
</table>
Profiles in Business
A special section inside the April Business Journal

Since Derby Publishing’s purchase of The Business Journal, businesspeople have asked us to include stories about their companies in our publication.

Many of those customers and businesses were also asking us to design marketing materials or brochures and write copy to help them promote their company and services. We decided to combine the two services, great design and editorial published in a magazine format. Profiles in Business was created!

Profiles in Business, inside our April edition, gives insight into the working lives of the people who make up our region, because every business has a unique story to tell. Profiles in Business is a combination of your company’s editorial story and photography showcasing your products, services, history and people who make it happen. We look forward to delivering your story directly to the desks of the business decision-makers in Northeast Tennessee and Southwest Virginia.

To help tell your story, your full-page color advertorial will be a collaborative effort between you and a professional custom media writer and photographer. In addition to the printed article, you will receive your story in an electronic format you can reproduce and use with online, social media or print promotions, marketing, customer direct mail communications or as a flyer to tell your clients and prospects more about your business, products and services.

Advertising Rates
Title Partner ...........................................2195
Inside Front, Inside Back Cover or Outside Back Cover and inside advertorial page with your name and logo on front cover
Double Page.......................................1695
Full Page .............................................995

Important Dates
Advertising Space Reservation Deadline
March 18, 2022
Print Ready Advertising Materials Due
March 26, 2022
Publication Date
April 2022
Healthcare Heroes Partnership

Healthcare Heroes are the men and women who go above and beyond the call of duty everyday. For more than 20 years, The Business Journal of Tri-Cities, TN/VA has honored these heroes on behalf of the business community they serve. Without healthy employees and customers, business cannot survive. Healthcare Heroes keep our region’s people and businesses well cared for.

To nominate an individual or organization today, email news@bjournal.com with a letter of recommendation telling what makes them a Healthcare Hero. The deadline for nominations is the close of business on May 20, 2022. The Healthcare Heroes Awards luncheon will be held July 2022.

Title Partner (one only) ........................................5000
Eight tickets to the event; Full Page, color ad in the Healthcare Heroes edition of The Business Journal (August); Logo on all materials; Welcome remarks at event; Banner/Signage at registration table.

Presenting Partner (five max) .........................2500
Four tickets to the event; Half Page, color ad in the Healthcare Heroes edition of The Business Journal (August); Logo on materials.

Hero Partner .........................................................1250
Two tickets to the event; Quarter Page, color ad in the Healthcare Heroes edition of The Business Journal (August); Logo on materials.

1114 Sunset Drive, Suite 1 | Johnson City, TN 37604 | Phone: 423.854.0140 | Online at bjournal.com
### 2022 Production Calendar

**Note:** Editorial coverage and dates subject to change and editorial approval.

<table>
<thead>
<tr>
<th>Editorial Plan</th>
<th>Jan</th>
<th>Feb</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>Aug</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
</tr>
</thead>
</table>

### From the Editor | FYI | Trends | On the Move | Awards & Achievements | The Last Word

### Special Editions/Sections

**Profiles in Business**

*Inside the April edition*

- Advertising Deadline: 3.18.22
- Camera Ready: 3.21.22
- Available: April 2022

**Book of Lists**

*Distributed in March*

- Advertising Deadline: 3.1.22
- Camera Ready: 3.23.22
- Available: March 2022

### Additional Marketing Opportunities

**Book of Lists Partnership**

- Section partnerships available.
- March 2022

As a section partner you will receive a full page ad at the beginning of the section “your section.” Your logo will appear on each page of the section, in addition to the table of contents. So anytime a reader looks for information in the section you partner, they’ll see your logo at the top of the page.

**Healthcare Heroes**

*Partnerships available. August 2022*

The 30th annual recognition of the extraordinary individuals and organizations that go above and beyond the call of duty every day in providing selflessness, compassion and dedication in healthcare to our region.

**40 Under Forty**

*Presenting, Platinum, Gold and Silver level partnerships available. December 2022*

Act now to become a partner in the most anticipated professional event of the season as the Tri-Cities business community celebrates 40 Under Forty.
E-Journal

E-Journal is the digital offering of The Business Journal of Tri-Cities TN/VA, bringing business news directly to your inbox every Wednesday morning. Additional editions are delivered as business news that affects the region breaks throughout the week. Combined with your print message in The Business Journal the E-Journal keeps your brand in front of the region's decision makers.

Reserve your company's space in the E-Journal at our great introductory rates!

Single Banner .................. 199/month
(530 x 100 pixels)

Double Banner .................. 279/month
(530 x 200 pixels)

Block .......................... 169/month
(175 x 200 pixels)

Add your message at Bjournal.com for increased visibility!

Vertical Banner .................. 175/month
(120 x 600 pixels)

Horizontal ............................ 75/month
(300 x 250 pixels)
Subscriber Profiles

Personal Profile
Age
77.9% of The Business Journal subscribers are from 25 - 54 years of age.
25-34 ..................................................... 20.4%
35-44 ..................................................... 30.1%
45-54 ..................................................... 27.4%
55-65 ..................................................... 14.5%
Over 65 ..................................................  5.9%

Gender
Male ....................................................... 74.1%
Female ................................................... 25.9%

Education
78% of The Business Journal subscribers are college graduates
College Graduate ..................................................... 35.5%
Post College Study ........................................ 20.4%
Masters Degree .................................................. 14.0%
Doctorate ......................................................  8.1%

Home Ownership
Owns Home .................................................. 84.1%
Owns Second Home ........................................ 25.4%

Average Annual Household Income ............... $150,000+

Marital/Family Status
Married .................................................. 80.1%
Single ..................................................  9.7%

Household Net Worth
55% .......................................................... $500,000
45% .......................................................... $1,000,000+

Average Value of Primary Home ..................... $505,112

Business Profile
Executive Authority
• 88% participate in purchasing decisions for their companies
• 87.8% personally choose products for their companies
• 98.4% read The Business Journal ads
• 72.1% say ads in The Business Journal influence their purchases

Company Size by Number of Employees
10 or fewer .................................................. 50.8%
10-24 .......................................................... 14.7%
25-49 ..........................................................  9.0%
50-99 ..........................................................  5.0%
100-249 ................................................... 11.9%
Over 250 ....................................................  8.6%

Business Title
Total subscribers in top management: 70.2%
Owner/Partner ........................................... 49.5%
Board Chair, President, CEO, VP,
General Mgr, Director ................................ 20.7%
Other Management .................................. 17.9%
Sales & Marketing ....................................  9.8%
Purchasing/Plant Manager .........................  2.1%

Readership Profile
Average Circulation
The readership of The Business Journal of the Tri-Cities TN/VA is based on a strategic combination of paid subscriber copies and controlled circulation copies. Total Mail Distribution is 3,375 copies. Strategic controlled distribution is 2,125 copies. Total circulation is 5,500 copies.

Total Readership ....................................... 22,000
Minimum of 4 readers per copy

Shelf Life
Length of time subscribers keep a copy of The Business Journal:
Keep on file ................................................... 26.3%
Keep one month .......................................... 24.2%
Keep 2–3 weeks .......................................... 14.5%
Keep one week ............................................. 13.4%

Additional Readers
Readers other than the subscriber:
Other Management .................................. 34.4%
Office/Support Staff ............................... 32.8%
Spouse .................................................. 29.6%
Partner .................................................. 11.3%
Sales Staff ............................................... 10.2