

GACC South Media Pricing Kit



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern

ABOUT THE GACC SOUTH

The German American Chamber of Commerce of the Southern United States, Inc. (GACC South) was founded in 1978 to promote and support bilateral trade between Germany and the US. We are a private, non-profit organization and serve as the official representative of German trade in the southeastern US. Through our services and activities we have built an extensive membership network that currently consists of 710 members, making the GACC South one of the largest bilateral chambers of commerce in the country.

Other German American Chambers of Commerce are located in New York and Chicago, with branches and chapters located across the country. Our organization is part of an international network composed of 120 German foreign chambers of commerce and government offices in 80 countries. These organizations are under the direction of the central German Chamber of Industry and Trade in Berlin (DIHK) and are located in all countries which are of special interest for German companies.

WHY ADVERTISE?

The Southeastern United States contains a diverse range of industries, with much of its activity supported by the German - American business community. Because of this, it is an increasingly powerful and innovative region.

The GACC South oversees the eleven southeastern states of Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee and Texas. **The total population of these states is more than 92 million people, or almost one-third of the population of the US.**

There are more than **1,200 German subsidiaries in the southeast**, including the big German names of Mercedes-Benz, Volkswagen and BMW, all of which have manufacturing plants in the region. The southeast is also home to a wide variety of other industries, including aerospace in Alabama, Texas and Florida, wind energy in Arkansas and Texas and the number one forest and timber industry in the state of Georgia.

The German-American business community is a tight knit web of resources, with in-roads to every industry represented in the southeast. Whether you are a service provider, a fellow member of the German-American business community, looking to get involved, or have a thriving business just looking to connect with others, the GACC South is the perfect way to reach your audience.

Please note that GACC South members receive a variety of discounts. Discounts are also offered based on amount or frequency of advertising space purchased at one time. If you are not yet a member, but are interested in learning more about membership, we'd be happy to give you more information.

Please contact us if you have any questions or want to discuss options. Every advertising option can be tailored to fit your needs. We would also be happy to create company-specific advertising packages. Just ask.

For any questions about advertising with the GACC South, please contact:

**Marketing Department
pr@gaccsouth.com
404 586 6833**

**German American Chamber of Commerce
of the Southern US, Inc.
1170 Howell Mill Road, Suite 300
Atlanta, GA 30318**

The National Membership Directory

Our annual Membership Directory is, without a doubt, one of the most well-known advertising channels of the German American Chambers of Commerce. The wide-spread circulation of the directory guarantees effective advertising and maximum exposure for your company. The directory is based on industry category and closely resembles the Yellow Pages. Over 6,000 key decision-makers in government and industry across the U.S. and Germany will use the Membership Directory throughout the year.

Audience:

Over 6,000 key decision-makers in government and industry across the U.S. and Germany

Closing date for ad material: June 8, 2012

Publishing Date: July 2012



All member companies who book at least a half-page advertisement will receive a free **Premium Company Profile!**

BRAUN

B | BRAUN
SHARING EXPERTISE

824 Twelfth Avenue
Bethlehem, PA 18018
Phone: (610) 691-5400
Fax: (610) 691-2202
info@bbraunusa.com
www.bbraunusa.com

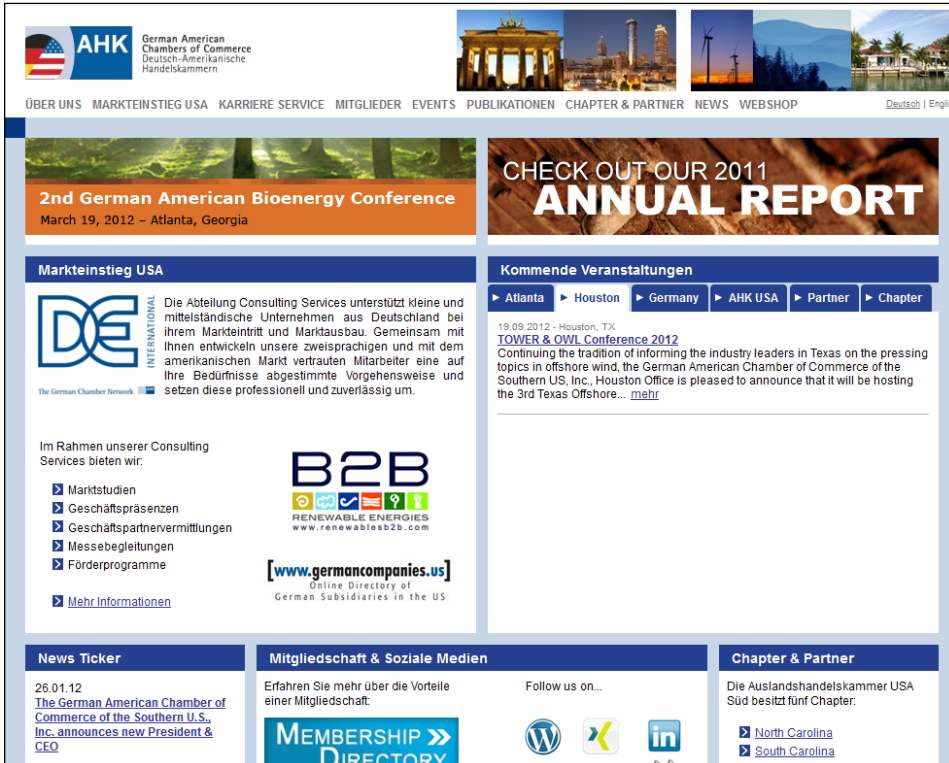
Contact:
Mr Carol H. Neubauer
Chairman & CEO

Activity:
Since 1839, B. Braun has delivered innovative healthcare products, services and educational programs that enhance the care and safety of patients and healthcare professionals in the fields of drug delivery, IV therapy, pain control, clinical nutrition, dialysis and vascular intervention.

	Price	Format
1 page ad	color \$4,365	7" x 10 1/8" (178mm x 256mm)
	b&w \$3,420	
2/3 page ad	color \$3,675	4 1/2" x 9 9/16" (115mm x 242mm)
	b&w \$2,730	
1/2 page ad	color \$2,930	6 6/7" x 4 3/4" (175mm x 120mm)
	b&w \$1,985	
1/3 page ad	color \$1,920	2 1/8" x 9 9/16" (55mm x 242mm)
	b&w \$1,420	
1/4 page ad	color \$1,495	6 7/8" x 2 5/16" (175mm x 59mm)
	b&w \$ 995	
Premium Company Profile	b&w \$ 450	max. 600 characters (incl. Logo)

The GACC South Website

www.GACCSouth.com is the official bilingual (English and German) website of the German American Chamber of Commerce of the Southern US, Inc. The website aims to facilitate bilateral trade and investment activities between Germany and the US. The content is tailor-made for companies and individuals interested in building up business relationships in the US and for current members of the GACC South.



Audience:

6,000 monthly visitors

Majority of visitors are from the United States, with lesser amounts from Europe and a dash of visitors from Asia, Australia and South America.

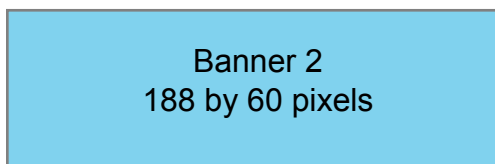
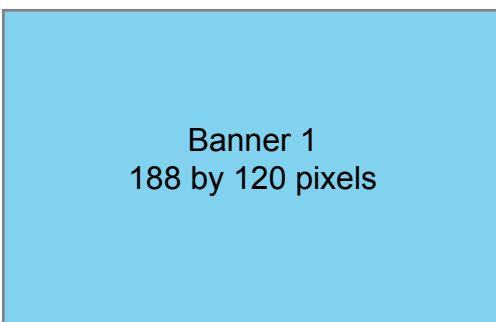
Most general audience of available media with the GACC South.

Best suited for general German-American business community events, news, resources and service providers.

For all website (GACC South & German Companies) advertising, member discounts are as follows:

Executive Members: 25% discount, Patron Members: 20% discount, Corporate Members: 10% discount

Advertising Options:



Banner will be placed in a fixed position on the bottom of the webpage next to chamber sponsors. Banner will be displayed constantly throughout advertising period. Banners can be animated and rotating .gif images, if wanted, and can be linked to the web page of your choice.

	1 month	3 months	12 months
Website Banner 1	\$300	\$750	\$2,600
Website Banner 2	\$200	\$450	\$1,700

The GACC South Website - Subpages

www.GACCSouth.com caters to many different people who are looking for information on a variety of topics, from the general state of German businesses and subsidiaries in the US to how to enter the US market. Your company or organization may benefit from engaging with a specific audience, rather than with a general audience. This is why we have opened up our subpages to advertising as well. We want to make sure you are getting the viewers that will benefit you the most. The following pages are available for advertising banners, however, if you find a page you want to advertise on that is not listed, please ask us about possibilities.

- Consulting Services
 - Business in the Southern US
 - Green Corner
 - Trade Fairs in the USA
 - Career Services
- Membership
- Events
- Publications
 - Renewables Newsletter
 - German American Trade Magazine
- News
 - Transatlantic Ticker
 - Member News

	1 month	3 months	12 months
Website Banner 1	\$160	\$360	\$1,340
Website Banner 2	\$120	\$270	\$980

GermanCompanies.us

The screenshot shows the GermanCompanies.us website interface. At the top, there is a navigation bar with links for 'About us', 'Contact us', 'Advertise with us', 'Terms of Use & Privacy', and 'Login'. The main content area features a search bar and several filters: 'physical address', 'telephone/fax', 'website', 'top executive', 'email contact', 'product description / NAICS codes', 'number of US employees', and 'share of german ownership'. Below the filters, there is a section for pricing: 'Basic Access \$149.00 more', 'Unlimited Access \$399.00 more', and 'Student Basic Access \$59.00 more'. There are buttons for 'Buy Access' and 'New Subsidiary'. The footer lists office locations: Atlanta | Chicago | Houston | New York | Philadelphia | San Francisco | www.ahk-usa.com.

GermanCompanies.us is an online database that is managed jointly by all of the German American Chambers off Commerce.

It lists more than 3,500 headquarters and branch offices of German firms in the United States with detailed information and search/filter capability.

A large variety of people buy access to this database including corporations, individuals looking for jobs, students, researchers, etc.

	1 month	3 months	12 months
Website Banner 1	\$200	\$450	\$1,700
Website Banner 2	\$150	\$335	\$1,250

The GACC South Biweekly e-Newsletter

The GACC South biweekly e-newsletter is the official biweekly communication of the GACC South. The newsletter aims to remind members and those involved with the GACC South of events (put on by the GACC South, organization partners or the larger German Chamber network), current German-American business community news and developments, etc..

Audience:

Distributed biweekly to 6,000 contacts in the Southeastern US and in Germany.

Member companies and local companies interested in setting up business relationships with German companies.

AGerman companies that are either currently engaging in business activities in the US, interested in promoting their products in the US, or interested in investing in the US.

Individuals seeking career opportunities in the US.

Member discounts are as follows:

Executive Members: 25% discount, Patron Members: 20% discount, Corporate Members: 10% discount

Advertising Options:

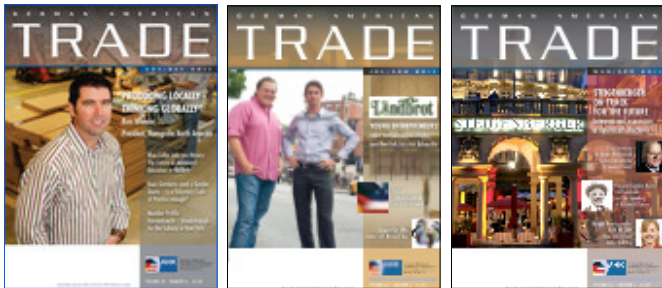
e-Newsletter Banner
500 by 50 pixels

Banner will be placed at the footer of the email, above the yearly sponsors. Images must be stationary (cannot be animated or rotating) and can be linked to the webpage of your choice.

	2 placements (1 month)	6 placements (3 months)	24 placements (12 months)
e-Newsletter Banner	\$250	\$700	\$2,750

German American Trade Magazine (National)

The German American Trade magazine is the official publication of the German American Chambers of Commerce. Regular features include reports on business, financial and economic affairs in Germany and the United States. There are regularly special reports on key sectors of business and industries and commentaries on tax and law. Also included is regional and national Chamber news, and national news and trends relevant to the German-American business community.



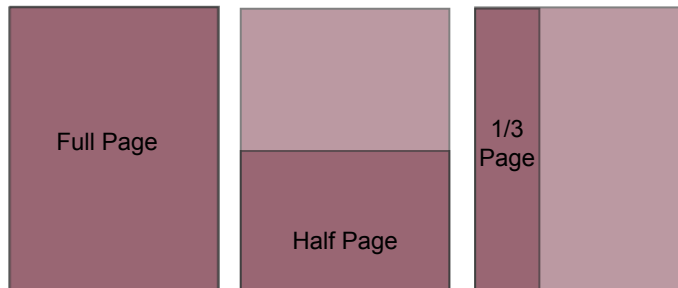
Audience:

20,000+ readers in print and online

1,000 copies printed with 8-10 readers per copy in the Northeast US. Also available as online flipbook and pdf, readable on computers, smart phones, iPads, etc.

Online Exposure: www.ahk-usa.com • www.gaccny.com • www.gaccsouth.com • www.gacc.com.org • www.gacctexas.com • www.gaccsanfrancisco.com

Advertising Options:



Member discounts are as follows:

Executive Members: 40% discount,
Patron Members: 25% discount
Corporate Members: 15% discount

Frequency discount (rates are for 4 color advertisements):

	Single Placement	Three Placements	Six Placements
Full Page	\$2,900	\$2,500	\$1,700
Half Page	\$1,260	\$1,100	\$900
1/3 Page	\$825	\$795	\$750

Preferred position (full page only)

Back Cover	\$3,550	\$3,450	\$3,250
Inside Cover Front	\$3,200	\$2,960	\$2,560
Inside Cover Back	\$3,140	\$2,980	\$2,480

Advertorials:

Coverpage Sponsorship

Coverage sponsorship includes the magazine cover and a 4-page (maximum 1,500 words) article in English. In addition, GAT Magazine would require high resolution images. The article and images are to be provided by the company.

"Member Profile" Article

"Member Profile" articles are for GACC member companies only. Article includes a 700 word story in English. In addition, GAT Magazine would require high resolution images. The article and images are to be provided by the company.

	Executive Member	Patron Member
Coverpage + Article	\$2,880	\$3,600
Member Profile	\$1,770	\$2,200

Advertorials are available to GACC South Executive and Patron Members only.

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