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# Johnson City Business

Johnson City/Jonesborough/Washington County ECONOMIC DEVELOPMENT BOARD, INC.  
THE CHAMBER OF COMMERCE Representing Johnson City • Jonesborough • Washington County

In 2009, Johnson City Business (JCB), published by the Chamber of Commerce Representing Johnson City, Jonesborough and Washington County and the Johnson City/Jonesborough/Washington County Economic Development Board, became an online publication after 22 years as a print publication. Our mission remains the same to: cover significant economic issues of the Northeast Tennessee region, recruit new business and industry and encourage expansion of existing business and industry.

In 2009 JCB began posting the printed edition of the business magazine online and the response was amazing...over 10,000 hits for some issues. All issues remain archived online indefinitely continuing to bring new interest.

Why advertise in JCB as an online publication?

- The online version is designed to be user-friendly;
- Succinct and graphic;
- Capable of covering a large range of subjects;
- Optimized for a strong presence with Google and major search engines;
- Advertising will reach not only the 2,000 present circulation, but a global readership;
- Offers a powerful tracking system of the hits and visits;
- Issues will be available long after the shelf life of the typical print publication. Your advertising will remain posted for at least 3 months and then archived indefinitely.

**THERE ARE 4 PAGES IN THIS DOCUMENT. STARTING ON PAGE 3 ARE EXAMPLES OF EDITORIAL PAGES AND TYPES OF ADVERTISING OFFERED.**

Site selectors and people moving to the area for ETSU, business and industry or the medical economy will find our area through Internet research as a first choice. Advertisers from real estate to business services can reach thousands of client prospects on first click.

Each issue will be 20-28 pages. The quality and general focus of JCB will remain the same as in the past, featuring articles from state officials, academia, economists, legal, business, and medical experts.

**JCB will be published four times per year.  
The major features of each issue will be\*:**

Summer-10	Education
Fall-10	ETSU Centennial
Winter-10	Economic Forecast
Spring-11	Medical
Summer-11	Workforce

\* Editorial may change.

Each issue includes Economic Development News, Chamber News, Ribbon Cuttings, Business and Industrial profiles, Corporate Services, Medical News and Legal Watch.

## Advertising Rate Schedule

See pages of Johnson City Business that follow for examples of ads that are available.  
For questions call: 423-725-9909 cell 423-794-7496

Ad sizes\*

1. Banner Ad-

Home page 950 x 110 pixels (horizontal) .....\$700.

Text pages 950 x 110 pixels (horizontal) .....\$600.

2. Skyscraper- Text pages 120 x 600 pixels (vertical) .....\$500.

3. Pillow ad- Text pages only

300x250 pixels (horizontal) .....\$300

\*Discounts available for 4 time inserts

Johnson City Business will produce ads on request.

**Internet-ready ads should be emailed to [cleach@stellargfx.com](mailto:cleach@stellargfx.com)  
in either a JPEG, GIF or SWF. File size must be ≤160kb**

For deadlines on advertising contact: Noreen Wray: 423-725-9909 cell 423-794-7496  
[noreenwray@gmail.com](mailto:noreenwray@gmail.com)

Press releases can be emailed to same address.


**To secure your advertising space click here to go to the online form.**

You will be invoiced for advertising space.

Welcome to Johnson City Business

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Welcome to Johnson City Busin... banner



The biggest threat to your business may not be your closest competitor.

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SEARCH... GO! [Click here for archive Issues - SEPTEMBER 2008](#)

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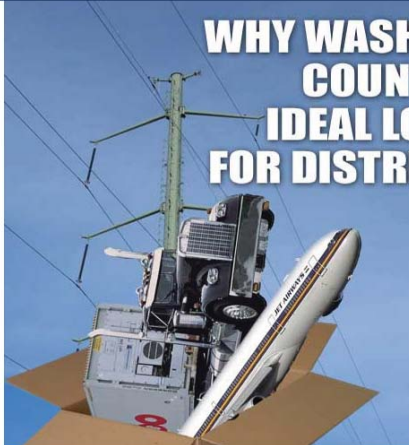
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**CORPORATE SERVICES**  
Increase in imports make FTZ benefits more valuable than ever to manufacturers and distributors

**LEGAL WATCH**  
Religious Discrimination Claims can be tricky -- and are on the rise



## WHY WASHINGTON COUNTY IS AN IDEAL LOCATION FOR DISTRIBUTION

**READ MORE**


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**Despite a tough economy TDOT improvement projects slated for region**  
by TDOT Commissioner Gerald Nicely



Millions of Tennesseans rely on our transportation system each day and it is the role of the Tennessee Department of Transportation to manage and improve that system. TDOT partners with local, state and federal agencies to oversee all aspects of state transportation in Tennessee from roads to transit systems to aviation. TDOT is also a major state employer with more than 4,500 employees in counties across the state.

In Tennessee, we are fortunate to have one of the best transportation systems in the nation, particularly our highways, but we are at a crossroad when it comes to funding our system and we are not alone. Transportation departments across the nation are struggling to meet the needs of aging infrastructure and rising congestion while facing declining revenues at both the state and federal levels.

In state government, we must balance our budget just like every household in Tennessee, but finding that balance in transportation is becoming more difficult. We have seen very little to no increase in the past several years in state revenues from gas taxes and motor vehicle registrations.

Meanwhile, our federal appropriations have been slashed to the tune of \$237.7 million since December 2005. Adding to the problem are the rising costs of construction materials. Oil has nearly quadrupled in price in the past four years and concrete, asphalt, steel and earthwork have risen by at least 50 percent. Thirty months of unprecedented construction inflation are forcing DOTs across the nation to delay important projects, including Tennessee. In fiscal year 2008, the department was forced to delay a dozen projects due to federal rescissions and TDOT is adding no new projects into our project pipeline. Over the long term, construction costs have increased two and half to three times our revenues.

This situation is repeated across the nation. A recently released study commissioned by Congress found that more than \$225 billion dollars will be needed annually to meet the nation's needs for highways, transit, freight rail and intercity passenger rail during the next 50 years. Meanwhile, China and India are investing five to ten times more in infrastructure, including transportation, than we are in the United States. Despite a tough economic picture, TDOT is continuing to fund important projects across the state, including many in the Tri-Cities area. The department recently held the final environmental assessment and design hearing for Gap Creek Road (State Route 352) in Carter County. The existing road is narrow with many curves and has been plagued with accidents. The proposed new route will include twelve foot travel lanes and wide shoulders. Another important project is the State Route 75 improvement project from State Route 36, Old Kingsport Highway to the Tri-Cities Airport. Currently the old truss bridge near Boone Dam is being replaced with a safer, modern structure. The new bridge, along with roadway improvements on State Route 75 will provide a much improved route to the Tri-Cities Airport from Washington County and Johnson City.

We are also working to manage our projects in a smarter way. We are currently in the middle of the largest project in TDOT history both in terms of scope and funding. The \$130 million SmartFix40 project in downtown Knoxville is an innovative approach to rebuilding a major urban interstate that is fiscally responsible. Instead of motorists snaking through a construction zone for years on end, we closed a section of I-40 for 14 months and routed drivers around the project. Failure to complete the SmartFix40 project in its entirety by June 30, 2009 will result in \$25,000 a day disincentive for the contractor. This improvement would have taken about three years longer to complete under the traditional approach of working while maintaining through traffic. We think that this project will be a model for other urban construction projects across the state as well as the nation.

What are you looking for in your Automation Controller?

**S7**

All this, with one programming tool!

> Learn More

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**SKYSCRAPER**

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NEW ORLEANS CUISINE?**

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