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**From:** Rachel Connell <rachel@nascocorridor.com>  
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**Date:** 9/19/2007 2:08 PM  
**Subject:** Inbound Logistics Opportunity  
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NASCO Supplement in Inbound Logistics

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Inbound Logistics Advertorial Opportunity

IL cover picture [[http://rs6.net/tn.jsp?t=sl85wecab.0.tgwbxecab.w95ud7bab.1104&ts=S0276&p=http%3A%2F%2Fwww.inboundlogistics.com%2Fdigital%2Fnasco\\_digital06.pdf](http://rs6.net/tn.jsp?t=sl85wecab.0.tgwbxecab.w95ud7bab.1104&ts=S0276&p=http%3A%2F%2Fwww.inboundlogistics.com%2Fdigital%2Fnasco_digital06.pdf)]

NASCO Members,

I am happy to announce that we are coming up on our second annual NASCO supplement in the 2007 November issue of Inbound Logistics. Last year's supplement or the "purple thing" as we affectionately call it around the office, was a huge success by all accounts!

We had a twenty page special section in the 2006 November annual trucking issue which featured The Top 100 Motor Carriers. We also received 1,500 re-prints of the supplement that we were able to utilize throughout the year at ALL of our events and include in ALL of our NASCO packets. This has been a primary collateral piece. So if you purchased an advertorial, you definitely got your money's worth!

If you would like to see the 2006 special supplement click here:

[http://www.inboundlogistics.com/digital/nasco\\_digital06.pdf](http://www.inboundlogistics.com/digital/nasco_digital06.pdf) [[http://rs6.net/tn.jsp?t=sl85wecab.0.tgwbxecab.w95ud7bab.1104&ts=S0276&p=http%3A%2F%2Fwww.inboundlogistics.com%2Fdigital%2Fnasco\\_digital06.pdf](http://rs6.net/tn.jsp?t=sl85wecab.0.tgwbxecab.w95ud7bab.1104&ts=S0276&p=http%3A%2F%2Fwww.inboundlogistics.com%2Fdigital%2Fnasco_digital06.pdf)]

We are fast approaching our October 15 deadline to purchase your 2007 advertorial. I would like you to strongly consider purchasing an ad in this special section for you business or city/county/state. This ad would be a great promotional for you!

A BIG thank you to those that have already placed their 2007 Inbound Logistics ads:

The Allen Group  
Destination Winnipeg  
Province of Manitoba  
Council Bluffs Iowa  
Centre Point Properties  
EWI Inc. Risk Services

The digital edition of the supplement is placed on the Inbound Logistics website and the 2006 supplement has already generated over 5,000 downloads! We seem to have created quite a buzz. =)

Also important to mention, Inbound Logistics Mexico liked our 2006 supplement so much, they featured it in their Inbound Logistics Mexico edition. We are not guaranteed they will do that again this year, but there is a strong likelihood due to all of NASCO's Mexico membership and involvement.

Jim Armstrong, Director of Economic Development, at Inbound Logistics has listed benefits and costs below. He has only listed the price for a full page ad, but you can purchase 1/4 and 1/2 page ad's as well. Please contact him regarding these opportunities - his information is listed below.

For \$4,500 (Net US) for States/Provinces, chambers and other nonprofits (and slightly more for Profit-making corporations), NASCO and its members will get the following from Inbound Logistics, which currently delivers 60,000 circulation (95% of which is located in the US; 5% of the circulation comes from Canada):

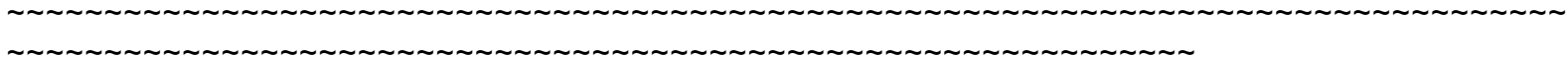
(1) a Page 4/C ad;

- (2) Public Relations treatment in the NASCO 11/07 Special Section;
- (3) a 12-month lead generation program from the magazine's Reader Service Card mechanism;
- (4) a Web\_Cite City ad in print 1X plus on line for 12 months, which is a \$500 value;
- (5) a Digital Edition of this NASCO Special Section, which has already generated over 5,000 downloads YTD since January, 2007.

IMPORTANT: this November, 2007 NASCO Special Section will again deliver important benefits during the next 12 months for your fine organization, as well.

Jim Armstrong, Director of Economic Development  
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If you have any questions, please feel free to contact myself or Jim. Thanks and have a great day!



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