

# FAIRFAX COUNTY, VA

A Global Leader in Business Innovation, Growth and Opportunity



IN PARTNERSHIP WITH

**FAIRFAX COUNTY**  
ECONOMIC DEVELOPMENT AUTHORITY

**Fairfax COUNTY**  
**Chamber OF COMMERCE**  
*The Voice of Business in Northern Virginia™*

**fxva** Fairfax County, Virginia  
Connect with America

**nvtc**  
NORTHERN VIRGINIA  
TECHNOLOGY COUNCIL



# FAIRFAX COUNTY, VA

## A Global Leader in Business Innovation, Growth and Opportunity

---

### ISSUE DATE

March 18, 2013

### COMMITMENT DATE

Jan. 23, 2013

### MATERIALS DUE

Feb. 27, 2013

---

### JORDAN HYMAN

jhyman10@bloomberg.com  
T 212.617.3709  
F 917.369.6294

### CAROLINE HARRELL-CRAMER

caroline@wingfieldpartners.net  
T 540.364.6004

### LESLIE MACCALLUM

lmaccallum@bloomberg.com  
T 202.416.3272  
F 202.585.5191

---

IN PARTNERSHIP WITH



In 2012, Fairfax County, Va. welcomed ITT Exelis as the 10th company within its bounds to crack the annual Fortune 500 list. That gave Fairfax County more companies on the 2012 list than 34 U.S. states, and placed it among the top 10 U.S. counties with the most ranked companies.

The story only begins there. As an increasingly diverse economy, Fairfax County now drives nearly 600,000 jobs, with an unemployment rate that is half that of the U.S. average. There were 376 foreign-owned firms in the county at the end of 2011, and while Big Tech remains king, small-business growth and an infusion of minority-owned businesses have boosted employment across sectors from health-care to retail to educational services.

In a new custom section in the March 18, 2013 issue of *Bloomberg Businessweek* magazine (print and BW+ iPad), we will look inside the growth engine and business hotbed that is Fairfax County to examine leading industries, business incubators, public- and private-sector case studies, and more. Reaching 3.8 million readers, this new report brings together for the first time in one partnership the Fairfax County Economic Development Authority, the Fairfax County Chamber of Commerce, the Northern Virginia Technology Council and Visit Fairfax, for an unprecedented look at why Fairfax County is one of the great economic success stories of this century.

### WHY PARTICIPATE?

Section sponsors can align their messaging and their stories of growth with the momentum story we will produce on Fairfax County. You can choose between three core sponsorship levels, each of which

comes with a display advertisement and the chance to work with the award-winning custom content staff at Bloomberg to build your story as a pillar behind Fairfax County's rise.

Our writer, editor and creative director will work closely with you to ensure we are painting the proper picture of your business as a driver of jobs, innovation, business diversity and corporate citizenship. You will also receive added-value components including participation in a custom research study on Fairfax County conducted by Bloomberg Research Services, and coverage in the BW+ iPad version of the Fairfax County story.

### PLATINUM SPONSORSHIP

- Full-page 4C display advertisement positioned in Fairfax County section
- 250+ words of text coverage
- 200 copies of March 18, 2013 issue + PDF of final print section

### GOLD SPONSORSHIP

- Half-page 4C display advertisement positioned in Fairfax County section
- 150+ words of text coverage
- 100 copies of March 18, 2013 issue + PDF of final print section

### SILVER SPONSORSHIP

- 1/3-page 4C Corporate Unit positioned in Fairfax County section
- 50 copies of March 18, 2013 issue + PDF of final print section

---

*Please ask us about additional creative options, including digital executions on Businessweek.com, on the BW+ iPad or high-impact units in print.*