California Export Guide

Helping California Companies Go Global

2017

ThinkGlobal, in cooperation with the Center for International Business Education and Research (CIBER) at San Diego State University, is working on a new resource for California exporters, the California Export Guide. This colorful, magazine-style guide, in print and online, will serve as an informational resource for California exporters, as well as for foreign direct investment.

The purpose of the guide is to provide California companies and foreign investors with expert advice and answers to frequently asked questions about exporting and investment. It also will include information about key contacts, web sites and other resources.

The guide will be published in English and Spanish with a total of 10,000 copies produced in print, along with a digital edition that will be available via the California.Think.Global website.

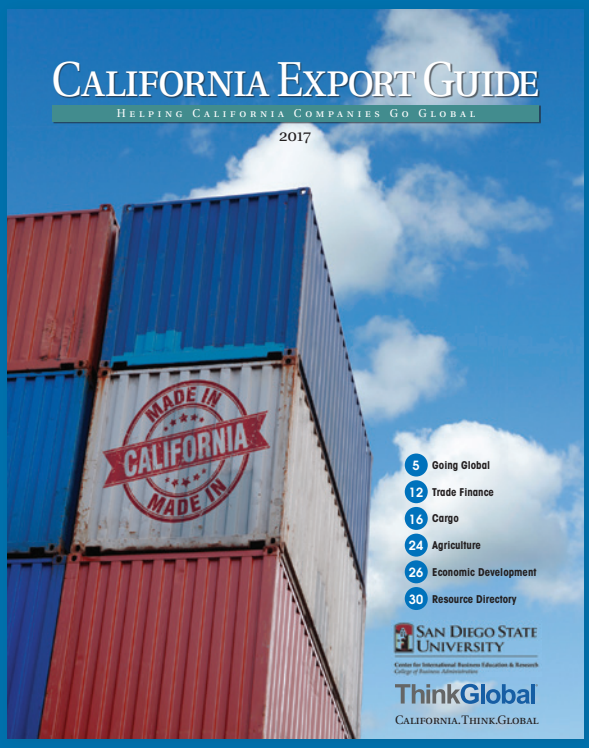
Advertisers in the 2017 California Export Guide will have a unique opportunity to reach a highly targeted group of active exporters and foreign direct investment decision-makers. The California Export Guide will be distributed throughout the state by SDBU CIBER, to state and local economic development agencies, chambers of commerce, world trade centers, ports, and private sector service providers.

Companies interested in advertising in the 2017 edition can sign up online at Think.Global/California or by calling 1-800-581-8533, ext. 800.

The deadline for reserving advertising space is Sept. 9, 2016.

San Diego State University
Center for International Business Education & Research
College of Business Administration

ThinkGlobal



Advertising (Both English & Spanish Editions)

Full Page Non-Bleed (7.5" x 9.625") Trim Size: (8.5" x 10.875") Bleed size: 8.75" x 11.125"	$3,500
Half Page (7.5" x 4.75")	$1,800
Quarter Page (3.625" x 4.75")	$900
Premium Positions: Call for rates & availability	
Production Services:	$495
Translation Services:	$495
Publication: October 2016	

Art Specifications:

All ads must be submitted as high resolution print-ready PDFs with no spot colors

All Materials must be uploaded to www.thinkglobal.net/upload

Sign up online at Think.Global/California