

Diplomatic CONNECTIONS[®]

CREATING AND CULTIVATING GLOBAL RELATIONSHIPS



2009 MEDIA AND MARKETING GUIDE

BUILD YOUR BUSINESS REVENUE BY CONNECTING TO OUR GLOBAL PLATFORM

THIS GUIDE CONTAINS OFFICIAL DOCUMENTATION ATTAINED BY A U.S. FEDERAL AGENCY ON THE FINANCIAL IMPACT OF EMBASSIES, MISSIONS, CONSULATES, THE UNITED NATIONS, WORLD BANK, IMF AND OTHER INTERNATIONAL ORGANIZATIONS ON THE U.S. ECONOMY

www.DiplomaticConnections.com

Stephen S. Fuller, Ph.D., a Professor of Public Policy at George Mason University did an Official Study for the National Capital Planning Commission (NCPC), a **U.S. Federal Agency** titled, "The Economic and Fiscal Impact of Foreign Missions on the Nation's Capital," where he addresses Global Commerce in Washington, D.C. and other **Metropolitan** areas.

Here are three charts displaying a part of Dr. Fuller's research: (Please **increase** Dr. Fuller's figures by **15% to 20% for 2009**)

Dr. Fuller established in his study that the Foreign Missions in the District of Columbia is:

- ▶ One of the three primary industries
- ▶ An Important source of Economic Activity
- ▶ Generating COUNTRY TO COUNTRY business opportunities
- ▶ Attracting VISITORS seeking individual or multiple-country contacts
- ▶ **An Economic Force far exceeding their measurable benefits**

Dr. Fuller ascertained, "In their direct and indirect spending, they represent a critical component of the **International Business Industry** which:

- ▶ Annual totals an estimated **\$10.4 Billion** just in DIRECT spending in D.C.

The study does NOT capture ALL ECONOMIC impacts, that the:

- ▶ Unreported benefits may be MORE important to achieving a diversified and expanding economy relative to the Washington suburbs and other competing METROPOLITAN centers."

Furthermore, Dr. Fuller states, "Several Foreign Missions maintain:

- ▶ Trade offices to encourage the import and export of goods to and from their countries and many missions
- ▶ Offices just **Military Liaisons** to the **U.S. Department of Defense.**"

The Pentagon has a branch with officials specifically assigned as "Liaisons" to Military Diplomats.

In **New York City**, the **United Nations** and the **Diplomatic Corps** as a whole have an economic impact of great magnitude.

Paul Lewis wrote a special to the **New York Times** named, "United Nations called Asset to City's Economy" where he explains:

- ▶ United Nations and All Missions to the United Nations **add \$830 Million** a year to Local Economy

Operations and Management Expenditures Spending by Foreign Missions

Non-Payroll Spending by Foreign Missions In the Washington Metropolitan Area, 2001 (Dollars in Millions)

Spending Category	District of Columbia	Northern Virginia Suburban Maryland	Totals
Leasing	\$8.80		\$8.80
Building Operations	12.54	38.89	51.43
Utilities	12.92	6.37	19.29
Catering & Entertainment	32.79	10.93	43.72
Transportation	3.86	34.71	38.57
Office Equipment & Supplies	1.93	10.93	12.86
Professional Services	13.89	32.40	46.29
Other Expenditures	7.24	28.97	36.21
Totals (Millions)	\$93.97	\$163.20	\$257.17

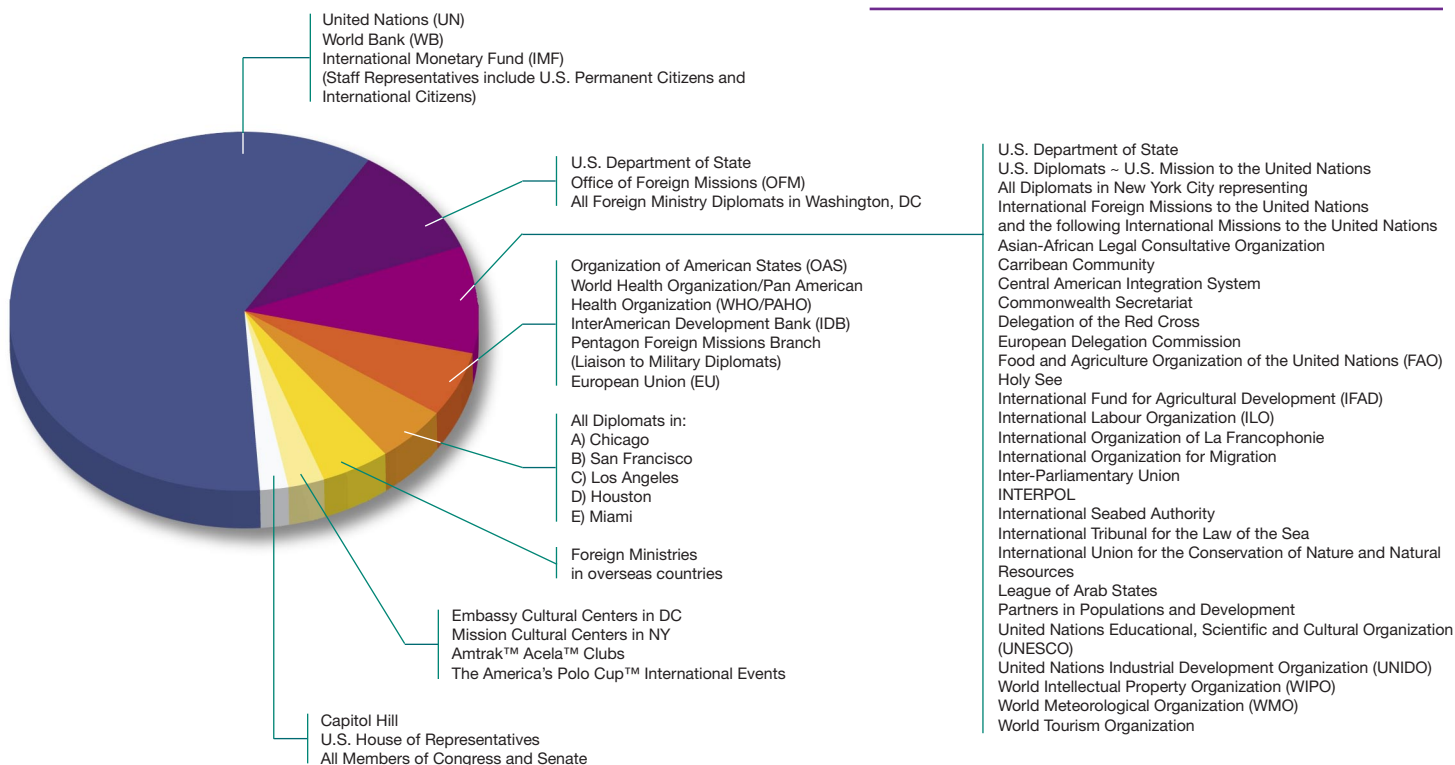
The Economic Impacts of Foreign Mission Visitors On the Nation's Capital, 2001 (Dollars in Millions)

Types of Spending	Direct Outlays	Totals Output	Economic Impact Jobs	Personal Earnings
Hotel	\$116.7	\$155.4	571.5	\$17.849
Food and Beverages	43.7	56.0	390.0	6.394
Retail Sales	11.7	15.5	85.4	1.709
Transportation	5.2	6.5	47.3	.731
Miscellaneous Expenses	6.1	8.5	32.3	.983
Totals (Millions)	\$183.4	\$241.9	1,126.5	\$27.665

Spending by Employees of Foreign Missions by Place of Residence, 2001 (Dollars in Millions)

Spending Category	District of Columbia	Northern Virginia Suburban Maryland	Totals
Housing	7.398	28.691	36.09
Housing Operations			
A) Utilities	2.836	10.998	13.83
B) Furnishings	1.767	6.854	8.62
C) Other Expenses	1.192	4.622	5.81
Medical	2.178	8.448	10.63
Personal Business	.616	2.391	3.01
Transportation	7.604	29.488	37.09
Recreation	2.178	8.288	10.42
Education	.863	3.347	4.21
Charitable/Religious	1.192	4.622	5.81
Clothing & Other Retail	2.055	7.970	10.03
Food			
A) Groceries	3.411	13.230	16.64
B) Restaurants	2.262	8.766	11.03
C) Tobacco & Alcohol	.668	2.550	3.21
Insurance/Financial	1.028	3.985	5.01
Taxes	3.904	15.142	19.05
Totals (Millions)	\$41.111	\$159.392	\$200.49

DISTRIBUTION AT A GLANCE



DIRECT and INDIRECT READERSHIP CIRCULATION 340,000+

AD PRICES (See www.DiplomaticConnections.com for Ad Specifications)

PRINT ADS ONLY (all ads are four color)

	4x	3x	2x	1x
1/6 page	\$ 395	\$ 875	\$1,195	\$1,425
1/4 page	\$ 775	\$1,295	\$1,525	\$1,745
1/3 page	\$1,195	\$1,485	\$2,035	\$2,385
1/2 page	\$1,595	\$2,150	\$2,545	\$2,875
2/3 page	\$2,225	\$2,735	\$2,955	\$3,555
Full page	\$2,785	\$3,325	\$3,745	\$4,025
Two pages	\$4,145	\$4,485	\$4,735	\$5,155
Inside Front Cover	\$5,295	\$5,895	\$6,045	\$6,225
Inside Back Cover	\$7,185	\$6,995	\$7,215	\$6,975
Back Cover	\$9,765	\$9,095	\$8,565	\$7,945

ADS ON THE DIPLOMATIC CONNECTIONS WEBSITE

Microsite ad

1 month	\$ 595
3 months	\$ 795
6 months	\$ 995
1 year	\$1,195

Home page BANNER ad

Prime location – top, left

1 month	\$ 495
3 months	\$ 925
6 months	\$1,595

Secondary location lower center

1 month	\$ 395
3 months	\$ 725
6 months	\$1,295

Event Photographer page BANNER ads

Third location – on second page where "Videos and Photos" from events covered are displayed

1 month	\$ 295
3 months	\$ 675
6 months	\$ 825

SPONSOR a 30 second **VIDEO INTERNET TELEVISION AD** before a video of a speaker is viewed on the Diplomatic Connections' website!! \$149 per hour for creation and editing of ad for video.

1 month	\$ 995
3 months	\$1,995
6 months	\$2,495

Trade Show event sold separately: \$4,250

2009 Edition

November, December, January
February, March, April
May, June, July
August, September, October

Ad closing date

1.19.09
4.20.09
7.20.09
10.19.09

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1.26.09
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7.29.09
10.26.09

Distributed

February 2009
May 2009
August 2009
November 2009

Diplomatic CONNECTIONS[®]

ANNUAL TRADESHOW OCTOBER 14, 2009

Showcase your trade, product and services to the Diplomatic Community by participating in the 2009 Annual Diplomatic Connections' Trade Show.

This extraordinary event will provide you an exclusive opportunity to introduce yourself and your business to hundreds of

- ▶ Foreign Dignitaries/Diplomats
- ▶ Staff representatives of the World Bank
- ▶ IMF, WHO/PAHO
- ▶ OAS
- ▶ IDB
- ▶ EU
- ▶ Pentagon
- ▶ and local United Nation representatives all at one venue.

The guest list for this event is "by invitation only" and is exclusive to the above mentioned attendees. As a business, you may purchase a trade show table to promote your company to this prestigious, distinguished and affluent community.



"We were delighted with the Diplomatic Connections Events at the German Embassy and the United Nations. The elegance and professionalism of your organization is most impressive. Diplomatic Connections provides a depth of exposure for our services to the Embassies and Missions to the United Nations, which we cannot ordinarily experience." Arnold Wollman, Vice-President of Admiral Leasing

"Our listing in the Diplomatic Connections publication and participation at the diplomatic event held at the German Embassy provide our pathway to supporting the Diplomatic Community. The publication is a valuable resource and the event is elegant. Our investment with Diplomatic Connections is money well spent." Mark J. Deyle, Vice-President - Federal Systems of Ronco Communications & Electronics, Inc.

See five (5) pages of testimonials on our website.



**Expand your Diplomatic and International market!
Call or email us for additional information.**

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Did you know...

Foreign missions employ a total of 9,681 workers in the District of Columbia with an annual payroll, inclusive of housing allowances, estimated to total \$292.5 million.

Consumer spending by foreign mission employees in the District of Columbia is calculated to total \$32.4 million with this spending.

Non-payroll spending by foreign missions is estimated to total \$257.7 million with 36.5 percent of these outlays captured by District-based businesses.

Foreign missions attract a large volume of day visitors and business visitors staying overnight; these visitors whose stay in the District is directly linked to services of foreign missions represent almost 900,000 hotel-room nights annually and spending totaling \$183.4 million in the city for lodging, food, retail purchases and other services.

Findings from: "The Economic and Fiscal Impact of Foreign Missions on the Nation's Capital", prepared for the National Capital Planning Commission (NCPC) by Stephen S. Fuller, Ph. D., a Professor of Public Policy at George Mason University. June 6, 2002.