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# THE CASE FOR OPTIMISM

In 2008, BusinessWeek introduced **Business@Work**, the first issue of its kind, born from the collaborative wisdom of BusinessWeek readers and editors. **Recognized by Ad Age as an “idea of the year”** for reader-generated content, the issue provided real-life insight into workplace challenges and encouraged readers across the globe to share their ideas, stories, and solutions.

Building upon the momentum of last summer’s user collaboration issue, BusinessWeek opens its editorial doors once again, inviting readers to help shape the conversation on **The Case For Optimism**, a theme of utmost importance given the present market climate.

**The Case For Optimism** Special Report will ask readers to look past the current economic strife and harness their thoughts on the potential that lies ahead. Additionally, the report will highlight individuals and companies taking sanguine approaches to move their business forward, outperform the competition, and position themselves as leaders in the post-recession world.

This Special Report will prominently feature users’ submissions, selected by BusinessWeek editorial staff.

### **EXCLUSIVE OPPORTUNITY**

- Advertiser category exclusivity
- Sponsor recognition through extensive promotion campaign

### **INTEGRATED ELEMENTS**

#### **BusinessWeek Magazine:**

- Pages within feature (Aug 24/31 issue)
- Impact units such as gatefolds, inserts, and custom units available

#### **BusinessWeek.com:**

- Four-month sponsorship of special report with articles, slide shows, video vignettes, etc.
- 1M impressions total through special report sponsorship + targeted channel impressions on BusinessWeek.com

#### **Event:**

- Exclusive webcast opportunity\*

#### **Additional Promotion:**

- Program information featured in print + online editorial
- Online: homepage prestitials + ads with sponsor presence (print + online)
- Press release

### **SPECIAL REPORT COMPONENTS**

- Summer Double Issue (August 24/31)
- BusinessWeek.com Online Forum: readers will have the opportunity to share their thoughts and best practices for maintaining optimism in a trying economy
- Live video webcast on how to prosper in a challenging economy