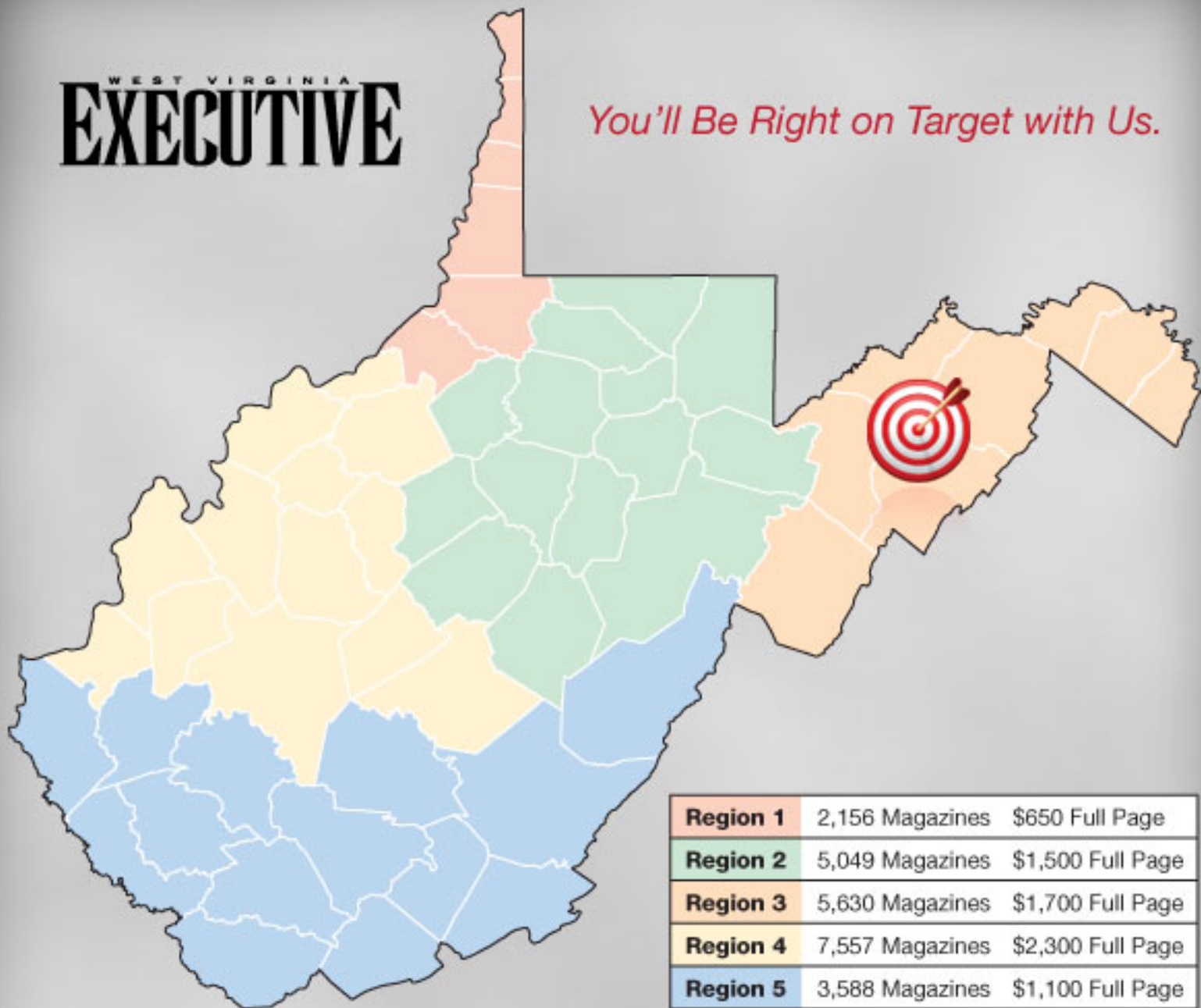


You'll Be Right on Target with Us.



West Virginia Executive (WVE) magazine, the state's leading business magazine, has been listening to the concerns you, our readers and advertisers, have expressed for your businesses, as well as your marketing needs, your aspirations and your ideas. Through listening, we've come to understand the need to market your products and services, especially during these economically challenging times, directly and effectively—at competitive prices.

For the first time ever, *WVE* magazine is offering Regional Advertising prices for businesses across the state. Whether your business is located in Wheeling or Lewisburg, Logan or Berkeley Springs, there is a region specifically designed with you in mind. *WVE's* new regional pricing not only preserves the effectiveness of magazine advertising but provides you with the opportunity to showcase your business through a direct-target strategy.

Regional Advertising has limited space with only eight pages of advertising available per region, per issue. Targeting more than one region? Be creative—target Region 3 first and Region 4 second. Attached is *WVE's* Regional Advertising map that provides all the numbers that you will need to make your decision. Deadlines for the upcoming Spring Issue (May 2010) are approaching. Please contact April Plank at **(304) 941-0600** or via e-mail **ajp@wvexecutive** with any questions you may have.