

THE SWEDISH AMERICAN
CHAMBERS OF COMMERCE USA



Currents

Keep the Swedish-American Touch Enjoy Currents In 2009!

The Swedish-American business network is wide and multifaceted, which is reflected in SACC-USA's high-quality business magazine *Currents*. It also reflects our 20 regional chambers in the U.S., as well as our expanding network in Sweden. *Currents* magazine covers key topics for the Swedish-American business community: entrepreneurship & innovation, cross-cultural communications, marketing, legal issues, trade, travel, commerce and investments.

We look forward to continued growth in editorial reach and broader circulation. We intend to provide our growing circle of advertisers a superior channel to 31,000+ business readers in the Swedish-American community.

In 2008 *Currents* touched upon Alternative Energy, Swedish Business and Gaming software, the Swedish Business Mind, and Sweden's Healthcare Business. 2009 will be the year when the world begins to rebuild after the global financial hurricane. Alternative energy and sustainable development will be key factors on the road ahead, which opens up a great potential for increased Swedish-American cooperation, from alternative energy to wireless innovation. *Currents* plans to cover clean and green technology, alternative energy, entrepreneurship, trade and the expanding network of Swedish-American business ventures.

We believe in quality, relevance and integrity, and more people believe in *Currents*.
Join us in 2009!

No. 1 Spring 2009
Green Energy
-Biofuel, Solar, Wind, Sea &
Efficient Usage

No. 2-3 Summer 2009
Green Living
-Green Careers, Green Products,
Green Travel & Green Buildings

No. 4 Winter 2009
Green Tech
-Clean Tech & Green IT

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SPECIFICATIONS

TRIM SIZE

For full page ads, please add 0.125" (0.32 cm) bleed. Other formats do not need bleed (Please see specs to the right for sizes respectively). For cutting purposes be sure to leave a safety area of 0.25" from the trim edge of the ad.

FILE FORMATS ACCEPTED

PDFs with a proof of the ad. PDF should embed all fonts and be created for press optimization (safest and preferred option).

- Quark Express Adobe InDesign
- Adobe Pagemaker Adobe Illustrator
- Macromedia Freehand Adobe Photoshop

EPSTIFF or JPG images in 300 dpi

Please be sure to embed all fonts, links and images.

COLOR AND IMAGES

For best result use CMYK for color ads and Black and White for non-color ads. Pictures should be in TIFF or JPG and preferably in 300 dpi

ARTWORK SHOULD BE SUPPLIED IN ONE OF THE FOLLOWING WAYS

Email: Ads up to 8 MB in size, currents@sacc-usa.org

CD: Mailed to SACC-USA, 1403 King Street, Alexandria, VA 22314, USA

FTP: Artwork can also be uploaded on SACC-USA's ftp account. Files should be compressed (Mac files should be stuffed and PC-files should be WinZIPPed). For ftp log in information, please contact SACC-USA.

FULL PAGE

WIDTH: 8.5" (21.60 CM)

HEIGHT: 11" (27.90 CM)

HALF PAGE VERTICAL

WIDTH: 3.66" (9.30 CM)

HEIGHT: 9.58" (24.34 CM)

HALF P. HORIZONTAL

WIDTH: 7.55" (19.05 CM)

HEIGHT: 4.66" (11.85 CM)

QUARTER PAGE

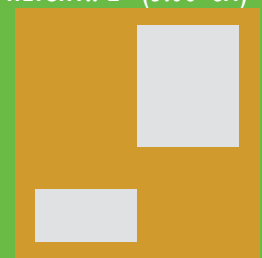
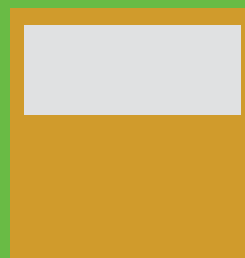
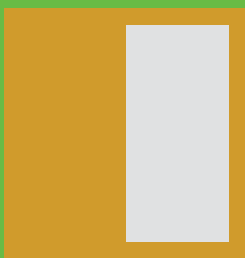
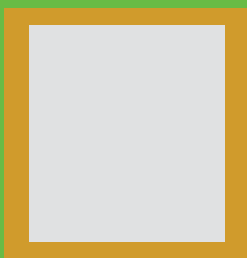
WIDTH: 3.66" (9.30 CM)

HEIGHT: 4.66" (11.85 CM)

BUSINESS CARD

WIDTH: 3.5" (8.89 CM)

HEIGHT: 2" (5.08 CM)



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RATES

AN ESSENTIAL READ

More than 27,000 Swedish and American executives, business leaders and entrepreneurs in Sweden and the U.S read our magazine *Currents*. Among our readers you will also find decision makers at the Confederation of Swedish Enterprise, the Swedish Foreign Ministry, the Swedish Trade Council, the U.S. Embassy in Sweden, the American Chamber of Commerce in Sweden, and the U.S. Department of Commerce. *Currents* magazine offers a cost-effective way to reach key Swedish-American decision makers.

Through *Currents*, you can make a powerful impression at a reasonable cost. Net advertising rates for each 44-52 page issue of *Currents*:

AD RATES 2009

Size	B&W	Color
Full Page	\$ 3,200	\$ 3,500
Half Page	\$ 2,100	\$ 2,400
Quarter Page	\$ 1,350	\$ 1,650
Business Card		\$ 440
Back Cover		\$ 5,000
Inside Cover		\$ 4,500

*Discounts are available for multiple advertisement placements

LAYOUT/DESIGN SERVICE

If you need help with creating and designing your advertisement, SACC-USA can assist you. Please contact Lina at currents@sacc-usa.org, or call +1 703 836 6560 for more information and price estimates.

Currents is the official publication of the Swedish-American Chambers of Commerce, USA Inc. SACC-USA has 20 chambers located in the strongest business clusters in the U.S. *Currents* magazine provides analysis, interviews with key decision makers and reports on Swedish-American news and events. It also provides an excellent venue for marketing, selling and branding.



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Currents

Advertisers

100 Advertising
A Swedish Affair
Absolent
Absolut Vodka
ACG Nyström
Alfa Laval
Alimak
Althea Technologies
Altour
Andersson & Jansson Law
Arkivator
ASKO
ASSA ABLOY
Asterius
Awapatent
AXIS Benefits
B4 Fire, Inc.
BAC Berlin Atlantic Capital AG
Baltic Gruppen
Blanco Tackaberry
Blank Rome LLP
Bocasite Realty
Buchanan Ingersoll & Rooney
PC
Cederquist Law
Chubb Insurance
City of Lidköping
City of Växjö
Coldwell Bankers
Continental Airlines
Cypress Private Security
Deloitte
DHL (Express)
Dickstein, Shapiro LLP
D-Strategy
Duffy Agency
Elekta
Emano
Embassy of Sweden
Ericsson
EyePlusPlus
Fagerhult/Litecontrol
Fifth Third Bank
Finnair
Fragomen
Garde & Nordlin Law
G.E. Aviation
G.E. Healthcare
Gevalia
Genesis Business Centers
Gnosjö Region
Grennaskolan
H & M
Handelsbanken
Holland & Knight
Holmen Paper
House of Sweden/
National Property Board Sweden
Husqvarna
Hästen Beds
Icelandair
IKEA
Illuminomics
International Industrial Design
Invest in Sweden Agency
Jan Swede Clogs
Jobin Realty
Kontiki Travel
KPMG
Lap Cad
Law Offices of A.E. Gustafsson
Law Offices of Jan G. Johansson
Lifestone
Lindahl Law Offices
LMC
LTS Communication
Luleå University of Technology
Malaysia Airlines
Midnight Designs
New Wave Group
Nixon Peabody
Nordea
Nordwalls
OCIM
Orrefors Kosta Boda
Permobil AB
Pia Sjölin Design LLC
Pillsbury Law
Polarbröd
Precise Biometrics
Qliktech
Region Västra Götaland
Rehling Law
Robert Wells
Rockford Area Ec. Dev. Council
Rottne
SAAB Automobile USA
SAAB Technologies
Salesgen
Sandvik
SAS Cargo
Sempra
Scandinavian Airlines
Scandia World Travel
SEB
Securitas
Setterwalls Law
Sigtunaskolan
Skanska
SKF
Skultuna Bruk
Sony Ericsson
Sotheby's International Realty
Stockholm International School
Stockholm School of Economics
Svenska Handelsbanken
Svenska Ostindiska Companiet AB
Swedbank
Swedish-American Bar Association
Sonnenschein
Star International Movers
Swedish Biogas
Swedish Match
SWE-DISH Satellite Systems
Swedish Trade Council
Techuana Creek Vineyards
The Jansson Firm
The Local
Ubq
U.S. Defense Services
USDS/DSN
Valmet Komatsu Forest
Vattenfall
Volvo Cars
Volvo Group
Washington Mutual
Wistrand Law
Wordfinder
Öhrlings PricewaterhouseCoopers