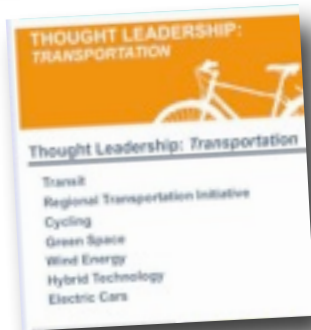


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On SaportaReport – Metro Atlanta’s Authoritative Civic Site

Now you can position yourself or your organization as Metro Atlanta’s Thought Leader in your area of expertise on SaportaReport. With your own mini-site within SaportaReport – and promoted at the top right of our Home Page and weekly email update to thousands of readers – you can update columns, essays and videos as often as you like. This Thought Leadership site will be yours to impress readers and clients alike and, if you select this customized option, to invite comments from the public and industry.

Select which topic you wish to own and we’ll equip you with your own personal username and password. You and your team can prepare and update the content – or the SaportaReport team can assist you in writing and video production. For more information on reserving your Thought Leadership position, contact Chris Schroder, chris@schroderpr.com or 404.872.7289, ext. 1.



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SAPORTAREPORT

Your Thought Leadership website will be positioned where informed Atlantans debate important issues

For three decades, readers who want to know the inside story on Atlanta's business, civic and CEO communities have turned to Maria Saporta. For 27 years, Maria was the top business and civic columnist at the *Atlanta Journal-Constitution*. For the past three years, she has written for the *Atlanta Business Chronicle*.

Also for the past three years, Atlanta's most respected business and civic columnist has provided expanded coverage at SaportaReport.com, which includes Maria's Metro blog, the latest news reports, guest columns from leaders, expanded city coverage by David Pendered and film commentary by Eleanor Ringel Cater – as well as comments from readers all around the region. Focused on metro Atlanta, this website has grown to be one of the most important sites for discussion on regional issues.

This dynamic site also presents an excellent, affordable opportunity for you to promote your business, organization or cause. Reach an upscale, active, community-minded audience by advertising or advocating your cause on SaportaReport.

Joined by veteran journalists

The SaportaReport team includes veteran AJC journalists David Pendered, who reports on city government, and Eleanor Ringel Cater, who updates readers on what not to miss in Atlanta's cultural scene.

Pendered, a reporter and editor at the AJC for 26 years, regularly posts breaking news stories on SaportaReport. For example, in the last week of April 2011, David reported 24 hours before anyone else that MARTA was considering a fare increase. David's and Maria's updates on SaportaReport will keep you up-to-date on topics that often are not being covered by other Atlanta news organizations.

Eleanor's movie and arts commentary has been featured for 28 years at the AJC, ABC, CNN, MSNBC, *Entertainment Weekly*, *Headline News*, *WXIA* and *TV Guide*. She reports on Atlanta's cultural scene.

In only three years, SaportaReport has become one of the top destinations for news and commentary for savvy metro Atlanta readers.



Maria is on a first-name basis with Atlanta elected and business leaders. Her relationships have been built through decades of trusted reporting. Pictured here with Ted Turner, Warren Buffett and Andrew Young, former mayor of Atlanta.



David Pendered



Eleanor Ringel Cater