

CONNECTING GREATER MILWAUKEE'S BUSINESS LEADERS

BizTimesMedia

2016 MEDIA KIT

IN PRINT. ONLINE. IN PERSON.





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DAN MEYER

Publisher, Founder, BizTimes Media,
est. 1995, Milwaukee, WI

BizTimesMedia

BizTimes Media provides exclusive news and operational insights for CEOs, CFOs, presidents, owners and other top executives throughout southeastern Wisconsin. Our business-to-business approach connects advertisers and sponsors directly to the executives who make the purchasing decisions at their companies.

Editorial Excellence

BizTimes Media has won several awards in recent years for editorial excellence from the Alliance of Area Business Publishers (AABP) and the Milwaukee Press Club. In fact, the AABP has saluted BizTimes Milwaukee as one of the best local business publications in the country. Our companion website, BizTimes.com, also has been cited among the best local business news websites in the country.

BIZTIMES MILWAUKEE AWARDS

Alliance of Area Business Publishers

2016 Gold: *Best Recurring Feature*
2016 Bronze: *Best Front Page Design*
2015 Silver: *Best Front Page*
2015 Silver: *Best Overall Design*
2015 Bronze: *Best Explanatory Journalism*
2013 Gold: *Best Publication*

Milwaukee Press Club

2015 Silver: *Best Single Cover Design*
2015 Bronze: *Best Overall Design*
2012 Gold: *Best business story*
2012 Gold: *Best coverage of a single news topic*

BIZTIMES.COM AWARDS

Alliance of Area Business Publishers

2016 Silver: *Best Website*
2014 Bronze: *Best Website*
2013 Bronze: *Best online scoop*

Milwaukee Press Club

2015 Bronze: *Best Website Design*



BizTimes^{MILWAUKEE} IN PRINT

Our award winning bi-weekly magazine, BizTimes Milwaukee, is a "must read" for CEOs, CFOs, presidents, owners and other top executives throughout southeastern Wisconsin. They rely upon BizTimes Milwaukee to provide exclusive news, analysis and strategic insights to help them grow their companies. This high-end, glossy publication has no rival in the region.

BizTimes.com ONLINE

BizTimes.com is an award-winning website that offers a wide array of tools and resources for greater Milwaukee's business leaders, including the BizTimes Daily e-mail news bulletin and several industry-specific e-newsletters. Executives rely upon BizTimes.com to keep them informed of the latest news throughout the day. Exclusive content, including custom directories, provides business leads for companies of all sizes.

BizTimesEvents IN PERSON

Our executive-focused live events provide exclusive access to key leaders, experts and national best-selling authors, in addition to honoring some of the most dynamic companies and executives in the region.

DEMOGRAPHICS

POWERFUL PROFESSIONAL PROFILE

- **65%** CEO, CFO, COO, President, Partner, GM, Senior or Executive VP
- **29%** VP, Manager, Director
- **36%** serve on one or more nonprofit boards of directors
- **29%** are planning or considering professional development or continuing education

INFLUENTIAL DECISION-MAKERS

- **94%** have an influence in company purchasing decisions
- **64%** have equity ownership
- **43%** expect at least 10% growth in their company sales per year, over the next 3 years

ENGAGED READERSHIP

- **96%** rate BizTimes Milwaukee as a superior, excellent or good source of local business news and information
- **88%** have read or looked through 3 out of the last 4 issues of BizTimes Milwaukee

COMPANY PROFILE

- **81%** privately owned, closely held or family-owned
- **74%** over \$1,000,000 in annual sales
- **70%** over 10 employees
- **42%** over 50 employees
- **30,323 sq. ft.** is the average amount of space occupied by readers companies
- **25%** business services
- **27%** manufacturing, printing, wholesale
- **18%** construction, real estate

AFFLUENT CONSUMER PROFILE

- **\$1,743,083** average household net worth
- **\$258,719** average household income

- **92%** homeowners
- **\$1,499,938** average amount of investable assets (doesn't include real estate)
- **\$467,959** average value of primary residence
- **60%** attend local performing arts events
- **77%** are college graduates or higher
- **75%** male, **25%** female
- Average age is **56**

CIRCULATION

- **13,150** Qualified Subscribers
- **27** minutes is the average time spent reading BizTimes Milwaukee
- **5** readers per copy
- Total readership of **65,000+**

VERIFIED BizTimes Milwaukee is audited by
Verified Audit Circulation

Reader survey conducted by Business Development Directives, September 2014.

For complete survey results, contact media sales at (414) 336-7112.



IN EACH ISSUE:

EACH EDITION OF BIZTIMES MILWAUKEE BEGINS WITH THE LEADING EDGE, A COLLECTION OF CONCISE, TIMELY NEWS AND INFORMATION INCLUDING:

Now - Analysis of an important trend or issue facing the region

Coffee Break - Personalities, profiles, business strategies and best practices of local executives

Social Media Strategies - Strategies offered to help businesses grow their social media network.

BizTimes Online - Exclusives from the web, including blogs and polls

Made in Milwaukee - Profile of a southeast Wisconsin manufacturer

Political Beat - Exclusive political insight

Nonprofit News - Latest news, events and people in the nonprofit industry

AND MORE...

INCLUDING EXCLUSIVE EDITORIAL FEATURES:

Cover Story - Timely in-depth news or analysis

Biz News - Regional business news, trends and profiles

Innovations - Breakthroughs in business & technology

Strategies - Best practices for leadership, sales, performance, HR and more

The Last Word - Reflections and insights from a leading local executive

JANUARY

- 11** **SPECIAL REPORT**
Workforce Development
- 25** **SPECIAL REPORT**
Economic Trends 2016 - *A look at Manufacturing, Health Care, Finance, Real Estate, Technology, Insurance, and more*
- EVENT January 29, 2016**
Economic Trends

FEBRUARY

- 8** **SPECIAL REPORT**
Meetings and Conventions
- SPECIAL SECTION**
Manufacturing Matters!
- 22** **SPECIAL REPORT**
Banking & Finance

MARCH

- 7** **SPECIAL REPORT**
Higher Education & Research
- SPECIAL SECTION**
American Cancer Society Eighty by 2018
- 21** **SPECIAL REPORTS**
- Health Care & Wellness
- The Executive
- EVENT March 18, 2016**
Wellness Summit

APRIL

- 4** **SPECIAL REPORT**
Energy & The Environment
- 18** **SPECIAL REPORTS**
- M&A: Big Deals
- International Trade
- SUPPLEMENT**
WisconsinBiz
- EVENT April 21, 2016**
M&A Forum

MAY

- 2** **SPECIAL REPORT**
Buildings & Construction
- SUPPLEMENT**
BizExpo Show Guide: The official show program for BizExpo
- EVENT May 10, 2016**
Wisconsin International Trade Conference
- 16** **SPECIAL REPORTS**
- Startups and Innovation
- Applause! Bravo Entrepreneur/I.Q. Awards & Women Executive of the Year Winner Profiles
- EVENT May 18, 2016**
BizExpo
Women in Business
Bravo Entrepreneur/I.Q. Awards
From the Locker Room to The Boardroom
- SPECIAL SECTION**
Go Red for Women
- 30** **SPECIAL REPORTS**
- Family Business
- Veterans in the Workplace
- EVENT June 2, 2016**
Family & Closely Held Business Summit

JUNE

- 13** **SPECIAL REPORT**
Manufacturing
- 27** **SPECIAL REPORT**
Business in Waukesha County
Featuring: Top 10 Businesses of the Year Winner Profiles
- EVENT June 23, 2016**
Top 10 Awards (Waukesha County Business Alliance)

JULY

- 11** **SPECIAL REPORT**
- Technology
(Sponsored Content Articles)
- 25** **SPECIAL REPORT**
Mid-Year Economic Forecast

AUGUST

- 8** **SPECIAL REPORT**
Corporate Event Planning
- 22** **SPECIAL REPORT**
Office Space
- SUPPLEMENT**
Family Business

SEPTEMBER

- 5** **SPECIAL REPORT**
Banking & Finance: Wealth Management
- ADVERTISING SECTION**
Wealth Management
- 19** **SPECIAL REPORT**
- Future 50 Winner Profiles
- Entrepreneurship & Family Business
- EVENT September 23, 2016**
MMAC/COSBE Future 50 Awards

OCTOBER

- 3** **SPECIAL REPORT**
Manufacturing & Logistics
- EVENT October 6, 2016**
Manufacturing Summit
- 17** **SPECIAL REPORT**
Leadership Development
- SPECIAL SECTION**
Susan G. Komen Breast Cancer Awareness
- 31** **SPECIAL REPORTS**
- Senior Living
- Business in Kenosha County
Featuring: Kenosha County Business Excellence Award Winner Profiles

NOVEMBER

- 14** **SPECIAL REPORT**
Real Estate & Development
- SUPPLEMENT**
Giving Guide: A Nonprofit & Philanthropy Spotlight
- ADVERTISING SECTION**
Holiday Gift Guide
- 28** **SPECIAL REPORTS**
- Wellness
- Nonprofit Excellence Award Winner Profiles
- EVENT November 3, 2016**
Nonprofit Excellence Awards
- EVENT November 3, 2015**
Kenosha County Business Excellence Awards
- EVENT November 17, 2016**
Commercial Real Estate & Development
- ADVERTISING SECTION**
Holiday Gift Guide

DECEMBER

- 12** **SPECIAL REPORTS**
- Banking, Finance & M&A
- Health Care Heroes Winner Profiles
- EVENT December 9, 2016**
Health Care Heroes
- ADVERTISING SECTION**
Holiday Gift Guide
- 19** **SPECIAL REPORT**
Manufacturing: Food & Beverage
- ADVERTISING SECTION**
President's Forecast

Interested in event
sponsorship or advertising
in a special report?

Contact Linda Crawford today!
414-336-7112 or
advertise@biztimes.com



All ads are 4-color.
Effective Nov. 1, 2015

	26X	20X	13X	6X	OPEN
FULL SPREAD	\$8,740	\$9,465	\$10,780	\$12,815	\$14,565
FULL PAGE	\$4,725	\$5,120	\$5,825	\$6,930	\$7,875
3/4 PAGE	\$3,920	\$4,250	\$4,835	\$5,750	\$6,535
1/2 PAGE SPREAD	\$4,725	\$5,120	\$5,825	\$6,930	\$7,875
1/2 PAGE	\$3,495	\$3,785	\$4,310	\$5,125	\$5,825
3/8 PAGE	\$2,595	\$2,810	\$3,195	\$3,800	\$4,320
1/4 PAGE	\$1,985	\$2,150	\$2,445	\$2,910	\$3,305
1/8 PAGE	\$1,085	\$1,175	\$1,340	\$1,595	\$1,810
STRIP AD <i>placement limited</i>	\$1,085	\$1,175	\$1,340	\$1,595	\$1,810

*Rates are gross and subject to change.

PREFERRED POSITION

- Back Cover +20%
- Inside Front Cover, Inside Back Cover, Pages 3, 5 & 7 +15%
- Others +10%

PRE-PRINTED INSERT RATES

(rates are per insertion, net and non-commissionable)

- Rate: \$3,995
- Full Run: Approximately 14,500. Partial runs are available. Please contact your account executive.
- See page 7 for specifications

AD DEADLINES

- Space reservations: Wednesday, 19 days prior to publication date.
- Work-up materials: Thursday, 18 days prior to publication date.
- Camera-ready ads: Friday, 17 days prior to publication date.

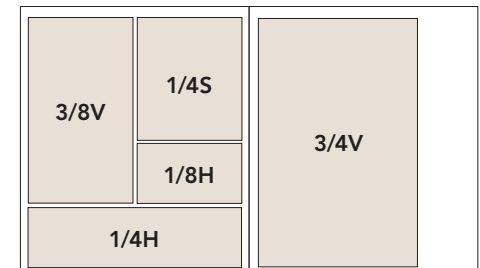
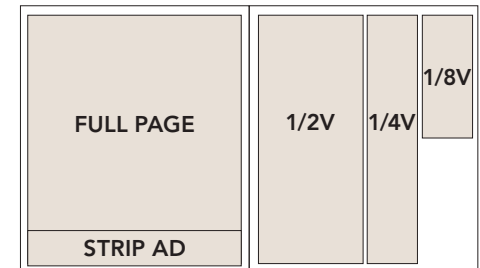
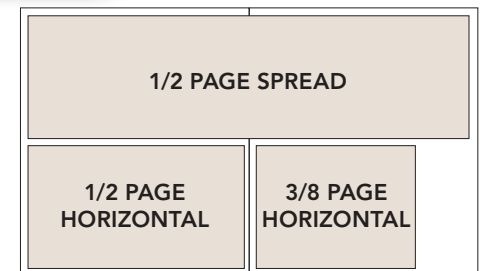
For media sales, call 414-336-7112.

NON-BLEED ADS

	WIDTH x HEIGHT
FULL SPREAD	19.75" x 11.125"
FULL	9.5625" x 11.125"
3/4 VERTICAL	7.125" x 11.125"
1/2 HORIZONTAL SPREAD	19.75" x 5.5"
1/2 VERTICAL	4.6875" x 11.125"
1/2 HORIZONTAL	9.5625" x 5.5"
3/8 VERTICAL	4.6875" x 8.3125"
3/8 HORIZONTAL	7.125" x 5.5"
1/4 SQUARE	4.6875" x 5.5"
1/4 VERTICAL	2.25" x 11.125"
1/4 HORIZONTAL	9.5625" x 2.6875"
1/8 VERTICAL	2.25" x 5.5"
1/8 HORIZONTAL	4.6875" x 2.6875"
STRIP AD	9.5625" x 1.25"

BLEED ADS

LIVE / SAFETY	TRIM	1/8" BLEED
WIDTH x HEIGHT	WIDTH x HEIGHT	WIDTH x HEIGHT
20" x 11.5"	20.5" x 12"	20.75" x 12.25"
9.75" x 11.5"	10.25" x 12"	10.5" x 12.25"
7" x 11.5"	7.5" x 12"	7.75" x 12.25"
20" x 5.5"	20.5" x 6"	20.75" x 6.25"
4.5625 x 11.5"	5.0625" x 12"	5.3125" x 12.25"
9.75" x 5.5"	10.25" x 6"	10.5" x 6.25"
not available	not available	not available
not available	not available	not available
not available	not available	not available
not available	not available	not available
9.75" x 2.6875"	10.25" x 3.1875"	10.5" x 3.4375"
not available	not available	not available
not available	not available	not available
not available	not available	not available



FOR PRODUCTION INFORMATION
CALL 414-336-7118

BLEED SPECIFICATIONS

Bleed ads must be requested prior to reservation dates.
Specs above include an 1/8" bleed on all sides.

All live content intended to print must be kept at least 0.25" inside the trim area.

FOR SPREAD ADS: all live content should be kept at 1/4" from gutter on each side (1/2" total).

MAGAZINE TRIM: 10.25" x 12"

LINE SCREEN: 150 lpi

BINDING: saddle-stitch

Please see page 17 for full production requirements.

PRE-PRINTED INSERTS

SIZES: Maximum 9 3/4" x 11", minimum 5" x 5".

FULL RUN: Approximately 14,500. Partial runs are available.

All inserts will either be glued, or stitched into publication. If PPI must be polybagged due to weight or size, extra cost will apply.

APPROVAL: Inserts must be submitted for approval 3 weeks prior to publication date.

POSTAL REGULATIONS: Pieces bearing a bulk rate permit or a U.S. Postal Service indicia are prohibited.

DELIVERY DATE: 12 days prior to publication date.

Please see page 17 for full specifications for pre-printed inserts.

GIVING GUIDE

PUBLISHES ANNUALLY IN THE FALL

DEMONSTRATE YOUR COMPANY'S INVESTMENT IN THE COMMUNITY

The *Giving Guide* is an annual publication focused on the nonprofit community and features articles and profiles of nonprofit organizations in southeastern Wisconsin. The health of the nonprofit community directly reflects the health and vibrancy of the community as a whole.

The *Giving Guide* helps connect our affluent and influential readers with nonprofit organizations in the region. It also compliments our other nonprofit initiatives, including the nonprofit weekly e-newsletter, the online nonprofit directory, and the nonprofit spotlight features in *BizTimes Milwaukee*. The *Giving Guide* builds a network for nonprofits and promotes corporate citizenship around the city.

THE PURPOSE OF THIS MAGAZINE IS:

1. To build awareness for nonprofits
2. To promote corporate citizenship
3. To inspire companies to be more actively involved in the community
4. To give the region's business and philanthropic leaders the information they need to donate their time, talent and treasure
5. To provide companies the opportunity through their sponsorship to shine the spotlight on a specific nonprofit organization

SPONSOR A NONPROFIT IN THE GIVING GUIDE AND SHOW YOUR COMPANY'S SUPPORT FOR OUR NONPROFIT COMMUNITY & YOUR SHARED VALUES.

For more information contact your account executive or call 414-336-7112.

VIEW THE DIGITAL EDITION AT
WWW.BIZTIMES.COM/GIVING

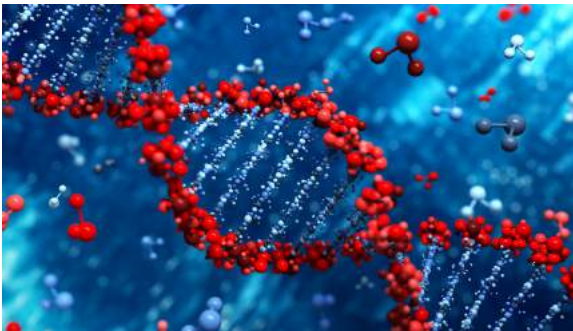
BIZTIMES MILWAUKEE'S INFLUENTIAL SUBSCRIBERS

- **13,000+** subscribers
- **65,000+** total readership

OF THE READERS:

- **93%** donate to local non-profits
- **\$258,719** average household income
- **\$1,743,083** average household net worth
- **64%** are equity owners of their company
- **45%** are millionaires
- **94%** are CEO, president, partner, CFO, GM, VP, manager, or director level





WISCONSINBIZ

PUBLISHES ANNUALLY IN THE SPRING

POSITION YOUR COMPANY AS ONE OF THE BEST IN THE STATE WITH A SPONSORSHIP OR ADVERTISEMENT IN THE *WISCONSINBIZ*.

WisconsinBiz is an annual magazine showcasing Wisconsin's economic development and business growth opportunities. This unique publication is seen as an excellent resource for both current and potential business leaders in Wisconsin.

WISCONSINBIZ IS A ONE OF A KIND PRINT AND ONLINE RESOURCE TO:

- Help Wisconsin based businesses grow
- Highlight resources to attract out of state businesses and investment into Wisconsin
- Help attract, retain and develop top talent in Wisconsin

DEMONSTRATE YOUR COMMITMENT TO BUSINESS IN WISCONSIN. CONSIDER SPONSORING OR ADVERTISING IN *WISCONSINBIZ*.

For more information contact your account executive or call 414-336-7112.

VIEW THE DIGITAL EDITION AT WWW.WISCONSINBIZ.COM

- Extended Visibility & Readership with a Year-Long Presence
- **50,000+** total print & online distribution

DISTRIBUTION TO:

- Top business leaders and executives throughout Wisconsin
- Wisconsin State legislators
- Venture capital firms and large employers in Wisconsin, Illinois, Iowa and Minnesota
- Through partners
 - Wisconsin Economic Development Corporation
 - Participating research universities, sponsors, key chamber of commerce and regional economic development organizations
- BizTimes Milwaukee subscribers

CUSTOM SERVICES

CUSTOM PUBLISHING & MARKETING SERVICES

Draw on the expertise of BizTimes Media to boost your company to the next level!

Our Custom Publishing services can handle the process of creating a custom magazine from inception through distribution. You direct the content; we facilitate the writing, formatting, design, layout, production and printing. We then distribute it alongside BizTimes Milwaukee magazine to the entire circulation. Best of all, we can help you coordinate with your suppliers and partners to share in the exposure and offset most of your investment.

PERFECT FOR YOUR COMPANY'S

- Anniversary
- New Product Launch
- Annual Report
- New Building and more!

BizTimes Creative Services is a full-service, in-house design team that can create custom marketing materials to align with your company's initiatives:

MARKETING COLLATERAL AND ELECTRONIC SERVICES

- Print and online ads
- Brochures and logos
- Direct mail pieces
- Custom e-mails
- Micro-site creation and management
- Custom Videos

...and more!



DAILY ENEWS

DAILY (13,500 subscribers)*

28% open rate

Each day, the Daily delivers exclusive, breaking local business news to your inbox over the lunch hour, keeping business executives in touch with what's happening in the local business community.

MORNING HEADLINES (14,500 subscribers)*

28% open rate

Wisconsin Morning Headlines provides a comprehensive look at the top business headlines from around the state, quickly updating you on the most important developments across Wisconsin.

WEEKLY ENEWS

BizTimes Weekly eNewsletters are delivered to thousands of subscribers every week, focusing on exclusive news and content covering southeastern Wisconsin's manufacturing, finance, real estate, nonprofit scenes as well as the "who's who" in local business.

manufacturing weekly | **MONDAY** (5,000 subscribers)*

27% open rate

Offers the latest manufacturing and logistics news from southeastern Wisconsin's thriving industrial market, focusing on growth and change at companies making everything from beer to machinery.

real estate weekly | **WEDNESDAY MORNING** (4,000 subscribers)*

29.5% open rate

BizTimes shares the most significant commercial real estate deals of the week and highlights new projects and visionaries shaping the region's real estate landscape.

nonprofit weekly | **FRIDAY** (3,000 subscribers)*

30% open rate

Delivers information about Milwaukee-area nonprofits, best practices and upcoming events, covering charities, philanthropy and personalities in your area.

top ten weekly | **SATURDAY** **NEW!** (16,000 subscribers)*

26% open rate

BizTimes' Saturday Top Ten delivers the week's top stories to your inbox every Saturday morning.

*All subscriber numbers and open rates are based on a 6-month average (March - August 2016)

DEMOGRAPHICS

POWERFUL PROFESSIONAL PROFILE

- **71%** CEO, President, Owner, COO, GM, Exec VP, VP, Manager, Director

INFLUENTIAL DECISION-MAKERS

- **84%** have an influence in company purchasing decisions
- **46%** serve on one or more nonprofit boards of directors

QUALITY ONLINE NEWS

- **92%** rate BizTimes Daily as a superior, excellent or good source of local business news
- **90%** indicate that BizTimes Daily as the most complete online source of local business news

ENGAGED READERSHIP

- **83%** open the BizTimes Daily newsletter 4 out of 5 days each week
- **79%** develop a more favorable impression of an organization after seeing an advertisement in BizTimes newsletters & BizTimes.com
- **63%** do not subscribe to BizTimes Milwaukee (magazine)

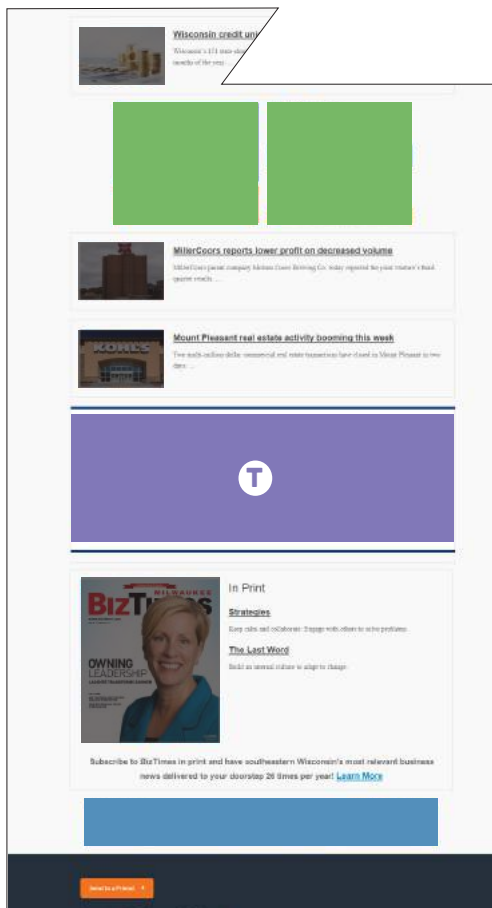
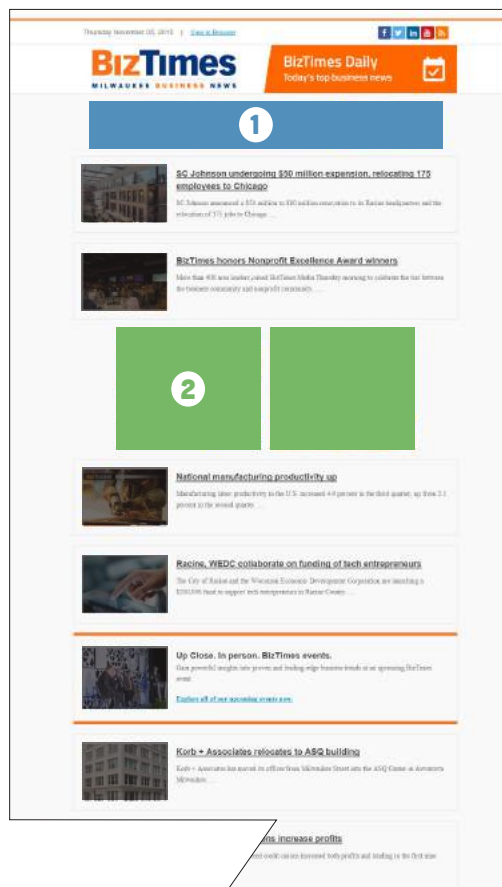
COMPANY PROFILE

- **72%** have more than \$1,000,000 in annual sales
- **72%** of companies are private/closely held or family owned
- **52%** have more than 50 employees
- **21%** business services
- **20%** manufacturing, printing, wholesale
- **16%** finance, insurance
- **35%** occupy over 40,000 square feet

AFFLUENT CONSUMER PROFILE

- **\$178,515** average household income
- **82%** have an undergraduate, graduate or doctoral degree
- **83%** donate to local nonprofits
- **86%** own a home or condominium
- **90%** are between 35-64 years old
- **72%** attend Wisconsin professional sporting events
- **71%** attend local performing arts
- **60%** male, **40%** female, **81%** are married
- **32%** are planning or considering continuing education

RATES AND SIZES



Rates effective September 1, 2016

1. DAILY ENEWS*	1 month	6 months	12 months
RATES	\$1,600	\$1,400	\$1,200

2. WEEKLY ENEWS*	1 month	6 months	12 months
RATES	\$1,200	\$1,000	\$800

*Industry exclusive based on availability

Packages:

- 10 daily packages available per month (Monday, Tuesday, Wednesday, Thursday and Friday; position 1 and position 2)
- 2 weekly packages available per weekly newsletter (Monday Manufacturing, Wednesday Real Estate, Friday Nonprofit, and Saturday Top 10; position 1 and position 2)

Specs

For media sales, call 414-336-7112

Leaderboard (728 x 90 pixels)



Medium Rectangle (300 x 250 pixels)



Text Ad (50 words)



All ads must be in **GIF** or **JPG** format. Flash files are not accepted. Ads are hyperlinked to your website or chosen destination. BizTimes can provide design services for an additional fee. File sizes should not exceed **200 KB**

98,700
Average Unique Visitors PER MONTH

233,235
Average Page Views PER MONTH

BizTimes.com is sporting a new look, offering greater interactivity for visitors, increased advertising capabilities, and more! The new features will enhance BizTimes.com and its numerous tools and resources for area business leaders, including industry newsletters, exclusive video interviews, events calendars, photo galleries, directories, and breaking news.

*Google Analytics average monthly statistics from July 26 - October 25, 2016

Run of Site Rates

Rates effective Nov. 1, 2015

IMPRESSIONS/MONTH	1 MONTH/CPM	3 MONTHS/CPM	6 MONTHS/CPM	12 MONTHS/CPM
25,000	1,375/55	1,250/50	1,025/41	850/34
50,000	2,400/48	2,200/44	1,800/36	1,500/30
75,000	3,225/43	2,925/39	2,400/32	2,025/27
100,000	3,900/39	3,500/35	2,900/29	2,400/24

* Artwork must be provided in all three sizes. Ads are delivered in each size, in equal proportion, for the purchased number of impressions and duration of campaign. Minimum ad program is 25,000 impressions. Rates are per 1,000. CPM = Cost per thousand

Included Ad Spots (w x h)

● **Leaderboard** (728 x 90 pixels)

● **Medium Rectangle** (300 x 250 pixels)

Includes placement in the following sections:

Home Page, Magazine, Blogs, Directories, Regional, News, Multimedia, Small Business

All ads must be in **GIF** or **JPG** format. Flash files are also accepted. Ads are hyperlinked to your website or chosen destination. BizTimes can provide design services for an additional fee.

Image file and flash file sizes should not exceed **200 KB**

For media sales, call 414-336-7112

Exclusive Sponsored Advertising Positions

Sponsored Positions Rates placements sold per week	1x	4x	12x	24x	36x	52x
Expandable Pencil	\$1,200	\$1,095	\$1,000	\$900	\$780	\$660

Expandable Pencil Positions (exclusive)

- **Pencil** (960 x 30 pixels)
- **Expandable Pencil** (960 x 250 pixels)



For Optimum viewing, use your company logo for sponsored positions 2 - 5.

All ads must be in **GIF** or **JPG** format. Flash files are also accepted. Ads are hyperlinked to your website or chosen destination. BizTimes can provide design services for an additional fee.

Image file and flash file sizes should not exceed **200 KB**.

The Expandable Pencil unit auto-expands, pushing down the page content immediately upon page load. This ad allows a large space to communicate the advertiser's message without covering site content. The auto-pushdown/ad expansion is limited to five seconds and automatically retracts on the sixth second, allowing the page to roll-up. The guest may initiate re-expansion of the ad unit for further interaction.

For media sales, call 414-336-7112

IN PERSON

BizTimesEvents

2016 SPONSORSHIP OPPORTUNITIES

ENHANCE YOUR COMPANY'S BRAND WITH FACE-TO-FACE MARKETING

Each year over 6,000 professionals attend BizTimes events to network with southeastern Wisconsin executives, gain valuable insights from local and national experts and celebrate the regions fastest growing companies and leaders.

EVENT SPONSOR BENEFITS

BROADENED COMPETITIVE EDGE

- Position your company's expertise
- Demonstrate leadership in the market

STRENGTHENED COMPANY IMAGE

- Sponsors included on ALL event promotions and collateral materials
- Company podium recognition during the event

ENHANCED BUSINESS RELATIONSHIPS

- Make one-to-one connections
- Direct marketing to top industry leaders, panelists and event attendees

For more information on how to take your company's brand to the next level with experiential marketing, call media sales at 414-336-7112.

JANUARY	
29	Economic Trends
FEBRUARY	
MARCH	
18	Wellness Summit
APRIL	
21	M&A Forum
MAY	
10	Wisconsin International Trade Conference
18	BizExpo - Women in Business, Bravo Entrepreneur - I.Q. (Innovation Quotient) Awards - From the Locker Room to the Boardroom
JUNE	
2	Family & Closely Held Business Summit
23	Top 10 Awards - Waukesha County Business Alliance
SEPTEMBER	
23	Future 50 Awards - MMAC/COSBE
OCTOBER	
6	Manufacturing Summit
NOVEMBER	
3	Nonprofit Excellence Awards
3	Kenosha County Business Excellence Awards
17	Commercial Real Estate & Development Conference
DECEMBER	
11	Health Care Heroes



Dates subject to change.



The BizExpo is the largest business-to-business conference in Wisconsin, where over 2,000 professionals come to learn, network and grow their business.

1 DAY ■ 3 MARQUEE EVENTS ■ 18 STRATEGY SEMINARS ■ 125 EXHIBITORS

WEDNESDAY, MAY 18, 2016

WOMEN IN BUSINESS

This annual event promises to once again deliver insightful ideas from a fresh perspective for women business executives. A woman "Executive of the Year" will also be awarded.

BRAVO! ENTREPRENEUR AND I.Q. (INNOVATION QUOTIENT) AWARDS

This prestigious awards event celebrates the region's most creative and innovative entrepreneurs as well as innovative products, services or processes developed by SE WI companies.

FROM THE LOCKER ROOM TO THE BOARDROOM

Listen to a panel of former athletes who have successfully transitioned from sports to business. Learn what strategies work as well in business as they do on the field or court. Following the event stay and enjoy networking, hors d'oeuvres, and a cash bar.

ATTENDEE DEMOGRAPHICS

- **84%** are decision makers for their company
- **68%** enhanced business relationships
- **95%** met new contacts

OPPORTUNITIES INCLUDE:

- Exhibit Booths
- Seminar Sponsorships
- Event Sponsorships
- BizExpo Show Guide Advertising

Statistics gathered from a survey of 2014 attendees

For more information call 414-336-7112
or visit BizTimes.com/BizExpo

PRODUCTION

PRODUCTION REQUIREMENTS

BizTimes Milwaukee prints in digital format, 150 line screen, in CMYK color; all ads must be CMYK or grayscale only – Pantone colors must be converted to print in CMYK. All images must be 300 dpi or greater. ICC and OPI profiles should not be embedded for color matching. SWOP compliance is required. Solid color density should not exceed 300%

High resolution PDF/X-1A compliant files are required. Files will also be accepted in Adobe InDesign, Adobe Illustrator and Adobe Photoshop. (Make sure all images and fonts are included with InDesign and Illustrator files). All documents must be built to ad dimensions specified by the publisher for the ad space reserved. All non-bleed ads must adhere to the non-bleed ad specs. Ad submissions must include the issue date and size of the ad and orientation (horizontal or vertical). Do not include trim marks, bleed marks, register marks, color bars, slugs or other non-ad material.

BLEEDS

Bleed ads must be requested prior to reservation dates. Bleed ads should adhere to the live/safety, trim and 1/8" bleed specs required by the publisher for the ad size reserved (see page 7).

AD SUBMISSION

Electronic Ads: All ads must be submitted digitally to ads@biztimes.com

BIZTIMES MEDIA PRODUCTION: (414) 336-7129

BIZTIMES MEDIA AD SALES: (414) 336-7112

If the supplied ad does not meet the criteria described in the above specifications and/or the file requires manipulation to prepare for press, a design fee* may be charged unless corrected files are submitted by the material deadline.

*Design fee billed at \$50/hour (1 hour minimum)

PRE-PRINTED INSERTS

Sizes: Maximum 9 3/4" x 11", minimum 5" x 5".

Thickness: One sheet - 70# text minimum paper weight, multiple-pages - 50# stock.

Full Run: Approximately 14,500. Partial runs are available. Please contact your account executive.

Weight: If individual piece is over 1 oz., please contact your account executive.

Tipping Side Restrictions: Normally, the insert tips along its long edge. In order to tip along the short edge, the insert must be at cover weight in thickness and the short side should be about 80% the length of the long side. All inserts will either be glued, or stitched into publication. If PPI must be polybagged due to weight or size, extra cost will apply.

Approval: Inserts must be submitted for approval 3 weeks prior to publication date.

Postal Regulations: Pieces bearing a bulk rate permit or a U.S. Postal Service indicia are prohibited.

Delivery Date: 12 days prior to publication date.

Delivery Location: J.B. Kenehan

ATTN: Brian Sauer

555 Beichl Avenue

Beaver Dam WI 53916

COMMISSIONS AND DISCOUNTS

Advertising must be inserted within one year of first insertion to earn frequency discounts. All invoices are payable upon receipt. A 15% commission will be allowed for recognized agencies on all charges for space, color, position premiums and inserts. Payment must accompany order for first-time advertisers. Any camera-ready materials requiring modification are not subject to agency discount and may incur additional production charges. Classified advertising rates are net.

LIABILITY FOR PAYMENT

The publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such money as is due and payable to BizTimes, and the agency warrants by submitting the insertion order that it and the advertiser have accepted this responsibility. The publisher will not be bound by conditions, printed or otherwise, on contracts, when such conditions conflict with its policies. All verbal orders are considered binding. Ads cancelled after the closing date will be billed at 100%.

STANDARD POLICIES

All contracts, insertion orders, and copy are subject to approval by the publisher. Frequency discounts are determined by the number of insertions within a 12-month period. Contracts cancelled before completion will be short-rated at the appropriate earned rate. The publisher will give advance notice of any rate change. Special-position advertisements may be overridden in favor of 26-time advertisers.

PUBLISHER LIABILITY

All advertising is subject to approval by the publisher. The agency and/or advertiser will indemnify and hold the publisher harmless for any loss or expense resulting from claims or suits for defamation, libel, violation of right of privacy, plagiarism, copyright infringement, unfair competition, unfair trade practice, and infringement of trademarks, trade names or patents. The liability of the publisher for any error or omission or delay for which it may be held legally responsible shall in no event exceed the cost of the space paid and occupied by such individual advertisement. The publisher is not liable for any failure to publish or circulate all or any part of any issue due to circumstances beyond its control.

CANCELLATIONS

Cancellations must be submitted in writing and received prior to the closing date of the issue in which advertisement is scheduled to run. Ads cancelled after reservation deadline will be billed at the full rate.

DEADLINES

Space reservations: Wednesday, 19 days prior to publication date.

Work-up materials: Thursday, 18 days prior to publication date.

Camera ready ads: Friday, 17 days prior to publication date.

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