

WELCOME



DAN MEYER

Publisher & Founder
BizTimes Media

As a locally-owned member of southeastern Wisconsin's business community since 1995, BizTimes Media is committed to supporting a strong and prosperous regional and statewide economy. With exclusive news and operational insights for CEOs, CFOs, presidents, owners and other top executives, we connect advertisers and sponsors directly to decision makers and key influencers.



PRINT

Our award-winning biweekly magazine, BizTimes Milwaukee, is a "must read" for CEOs, CFOs, presidents, owners and other top executives in southeastern Wisconsin. Our readers rely on BizTimes Milwaukee for exclusive features, analysis and strategic insights to help them grow their companies.



DIGITAL

BizTimes.com is an award-winning and indispensable resource for greater Milwaukee's business leaders. Over 117,000 readers turn to BizTimes.com each month for current and past issues of BizTimes Milwaukee, breaking news, timely and relevant e-newsletters and the top stories of the day.



EVENTS

Our executive-focused events offer exclusive, in-person access to key regional leaders. Presenting respected local awards, subject-matter experts, best-selling authors, lively panel discussions and more, our events provide opportunities to learn, be inspired and connect with the people and ideas shaping our community.

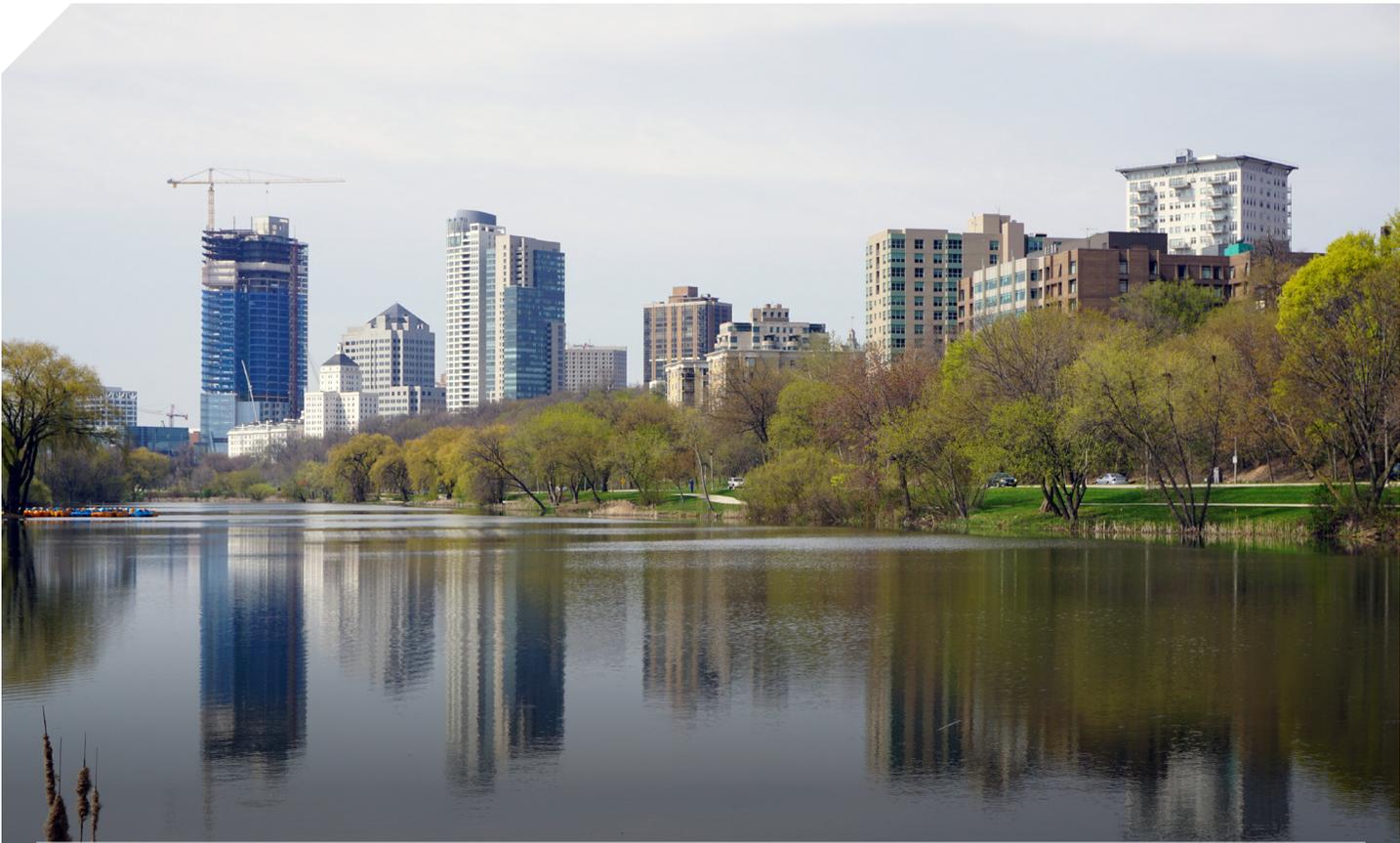


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PRINT

BizTimes MILWAUKEE | DEMOGRAPHICS

LOCAL



of companies are private/closely-held or family-owned

When you need to reach the CEOs, presidents, owners and decision-makers of closely held companies in southeastern Wisconsin, BizTimes Milwaukee delivers maximum impact – and value. Our powerful readers lead a diverse group of growing companies with an average of 20+ years in business who spend an average of 27 minutes with each issue of the magazine.

13,166

qualified subscribers

61,880

readers

INFLUENTIAL



have a direct or indirect influence on company purchasing decisions

FAST GROWING

- 72% have more than \$1,000,000 in annual sales

POWERFUL

- 83% are Board Chair, CEO, President, Vice President, CFO, COO, CIO, GM, Manager, Director, Senior or Executive VP

ENGAGED



have read or looked through 3 out of the last 4 issues

ENGAGED

- 27 min. average time spent reading or looking through each issue

AFFLUENT

- \$220,481 average individual income
- \$1,978,749 average household net worth
- 73% have an undergraduate, graduate or doctoral degree

FAST GROWING



have between \$1-100 million in annual sales



72%

male



28%

female

ESTABLISHED AND GROWING

- 90% expect to grow annually in sales in each of the next three years
- 22,762 square-foot average of readers' company facilities
- 35% are planning on moving, expanding, relocating, building or renovating their current facility

ACTIVE, INVOLVED, CONNECTED

- 71% attend local performing arts (musicals, plays, concerts, symphony, ballet, etc.)
- 46% serve on one or more nonprofit boards
- 51% of readers' employees donate their time and/or money to local nonprofits

INDUSTRIES

Business Services (Advertising & Public Relations, Architecture, Business Consultants, Engineers, Health Care, Hospitality, Other)



Manufacturing, Printing



Banking, Finance, Legal, Accounting, Investments, Insurance



Real Estate, Developer, Construction, Sub-Contractors



Associations, Non-profit, Education, Transportation, Utilities, Government



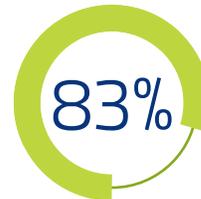
Technology



Retail



POSITIONS



are Board Chair, CEO, President, Vice President, CFO, COO, CIO, GM, Manager, Director, Senior or Executive VP

BizTimes Milwaukee is audited by Verified Audit Circulation. Reader survey conducted by Business Development Directives, June 2016. For complete survey results, contact media sales.



In each issue:

- LEADING EDGE** - A collection of timely news and information
- REAL ESTATE** - Reports on who is building what in southeastern Wisconsin
- NEWS** - Information about what's happening now in the Milwaukee area business world
- STRATEGIES** - Expert advice to help you run your business better
- NONPROFIT** - Information about organizations and people working to improve our community
- AND MORE...**

Including exclusive editorial features:

- COVER STORY** - In depth reports on key businesses, trends and issues
- MADE IN MILWAUKEE** - Profiles of area manufacturers
- START-UPS** - Reports about new and second-stage companies and the entrepreneurs making them go
- INNOVATION** - New ideas, products and services from Milwaukee-area firms
- THE LAST WORD** - Peer to peer business advice from leaders of local companies

POWERFUL PROFESSIONAL LEADERS



CEO, CFO, COO, President, Partner, GM, Senior or Executive VP

INFLUENTIAL DECISION-MAKERS



have an influence in company purchasing decisions

LOCAL



work in companies with between 1 and 500 employees

Committed to 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. The AABP is a national association, so its awards recognize BizTimes Milwaukee as one of the best local business publications in the country. Our companion website, BizTimes.com, has also won numerous local and national awards.



ALLIANCE OF AREA BUSINESS PUBLISHERS

- 2017 SILVER - Best Recurring Feature (Made in Milwaukee)
- 2017 SILVER - Best Bylines Commentary (Andrew Weiland, editor)
- 2017 SILVER - Best Body of Work, Single Writer
- 2017 SILVER - Best Ancillary Publication (WisconsinBiz)
- 2017 BRONZE - Best Front Page Design
- 2017 BRONZE - Best Feature Layout

MILWAUKEE PRESS CLUB

- 2016 GOLD - Best Business Story or Series
- 2016 GOLD - Best Online Business Story
- 2016 BRONZE - Best Business Story or Series

- SPECIAL REPORT
- SPECIAL SECTION
- EVENT
- SUPPLEMENT
- ADVERTISING SECTION

JANUARY

- 22**
 - Economic Trends 2018: A look at Manufacturing, Health Care, Finance, Real Estate, Technology, Insurance, and more
 - Workforce Development
- Economic Trends - January 19

FEBRUARY

- 5** The Family Business Issue
- Wealth Management & Estate Planning
- Faces of Family Business
- 19**
 - Banking & Finance
 - Corporate Event Planning
- Business Relocation Guide: I-94 North/South Corridor
- Manufacturing Matters!

MARCH

- 6** Higher Education & Research
- 19** Business in Waukesha County
- Grow Waukesha - March 16
- American Cancer Society 80 x 18 with cover logos

APRIL

- 2** Real Estate & Design
- 16**
 - M&A: Big Deals
 - International Trade
- M&A Forum - April 13
- The Executive
- 30** Transportation
- Innovate Wisconsin
- Rising Stars - April 27
 - Wisconsin International Trade Conference - May 9

MAY

- 14** Buildings & Construction
- BizExpo Show Guide: The official show program for BizExpo
- Go Red for Women
- 28**
 - Startups and Innovation
 - Applause! Bravo Entrepreneur/I.Q. Awards & Women Executive of the Year Winner Profiles
- BizExpo - May 31
- Women in Business, Bravo/I.Q. Awards, BizExpo After Hours
- Golf in Wisconsin

JUNE

- 11** Family Business
- Family & Closely Held Business Summit - June 14
- 25**
 - Health Care & Wellness
 - Higher Education
- 23**
 - Mid-Year Economic Forecast: A look at Insurance, Health Care, Manufacturing, Real Estate, Technology and more
 - The Business of Nonprofits
- STUFF Made & Built in SE Wisconsin

AUGUST

- 6** Corporate Event Planning
- 20** Office Space

SEPTEMBER

- 3**
 - Banking & Finance
 - Leadership Development
- 90 Ideas in 90 Minutes - September 6
- 17**
 - Entrepreneurship & Family Business
 - Future 50 Winner Profiles
- MMAC/COSBE Future 50 Awards - September 21

OCTOBER

- 1** Manufacturing & Logistics
- Next Generation Manufacturing Summit - October 4
- 15** Health Care: Senior Living
- MKE150: A look at the region's top influencers
- 29** Business in Kenosha County Featuring: Ovation Award Winner Profiles
- Holiday Gift Guide

NOVEMBER

- 12**
 - Real Estate & Development
 - Veterans in the Workplace with cover logos
- Nonprofit Excellence Awards - November 1
 - KABA Ovation Awards - November 1
 - Commercial Real Estate & Development Conference - November 15
- Giving Guide: A Nonprofit & Philanthropy Spotlight
- Holiday Gift Guide
- 26** Nonprofit Excellence Award Winner Profiles
- Holiday Gift Guide

DECEMBER

- 17**
 - Banking & Finance
 - Health Care Heroes Winner Profiles
 - Food & Beverage
- Health Care Heroes - December 14
- Holiday Gift Guide

ADVERTISING RATES					
	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
2/3 Page	\$3,920	\$4,250	\$4,835	\$5,750	\$6,535
1/2 Page	\$3,495	\$3,785	\$4,310	\$5,125	\$5,825
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

**Rates are gross and subject to change.*

Preferred Position

- Back Cover +20%
- Inside Front Cover and Inside Back Cover +15%
- Table of Contents +10%

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.

Email all camera-ready ads to ads@biztimes.com

All ads are 4-color.

Pre-Printed Inserts

Rate: \$3,995

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

Delivery Date: 12 days prior to publication date.

SPECIFICATIONS:

Maximum size 8.75" x 10.625". Minimum size 5" x 5". Multiple-page thickness requires 50# stock. One sheet thickness requires a minimum of 70# text. Full Run inserts are approximately 14,500. Partial runs are available. If individual piece is over 1 oz., please contact your account executive.

APPROVAL:

Inserts must be submitted for approval 19 days prior to publication date.

DELIVERY ADDRESS:

Quad/Graphics - ATTN: Receiving, 555 S. 108th Street, West Allis, WI, 53214
Please mark all boxes with the job number provided by your account executive.

TIPPING SIDE RESTRICTIONS:

Normally, the insert tips along it's 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.

POSTAL REGULATIONS:

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

AD DIMENSIONS		
	Width	Height
Full Spread	17	10.125
Full Page	8	9.875
2/3 Vertical	5	10.125
1/2 Vertical*	3.875	10.125
1/2 Horizontal	8	4.875
1/4 Square	3.875	4.875
1/4 Horizontal*	8	2.375
1/8 Horizontal	3.875	2.375

*Placement and quantity available limited
Dimensions: Width" x Height"

BLEED ADS			
	Live/Safety	Trim	Bleed
Full Spread	17 x 9.875	18 x 10.875	18.25 x 11.125
Full Page	8 x 9.875	9 x 10.875	9.25 x 11.125
2/3 Vertical	4.5 x 9.875	5.5 x 10.875	5.75 x 11.125
1/2 Horizontal	8 x 4.375	9 x 5.375	9.25 x 5.625
1/4 Horizontal	8 x 1.875	9 x 2.875	9.25 x 3.125

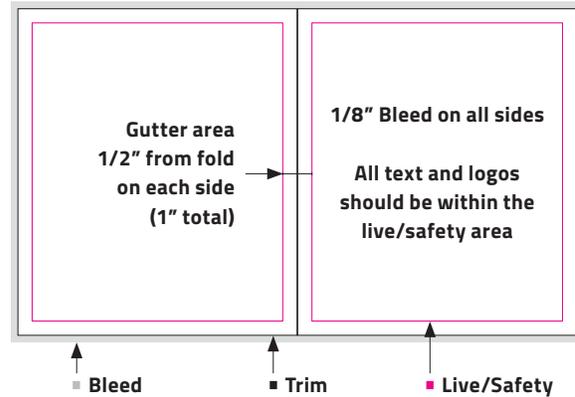
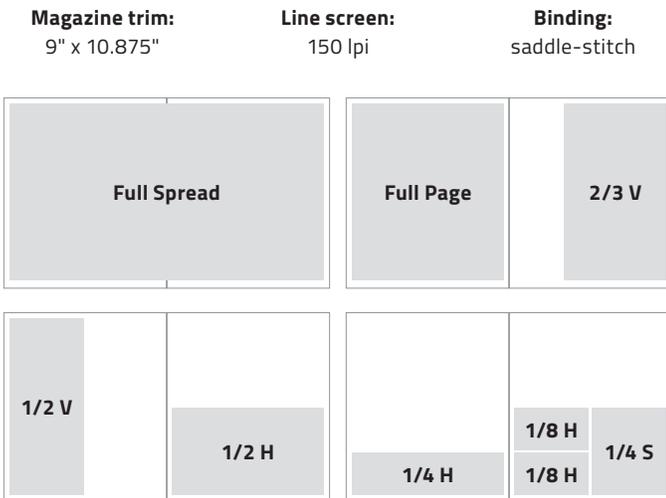
Dimensions: Width" x Height"

Bleed Specifications

Bleed ads must be requested prior to reservation dates.

All live content intended to print must be kept at least 0.5" inside the trim area.

For Spread Ads: all live content should be kept at 1/2" from gutter on each side (1" total).



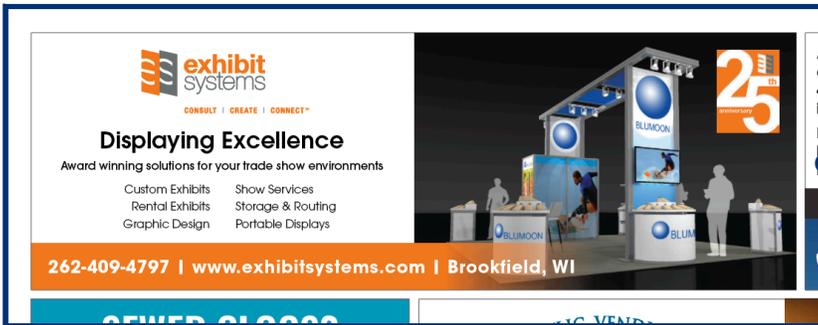
For Production information, call 414.336.7118

or see page 13 for production specs



MARKETPLACE

Advertise your business card in BizTimes Milwaukee's Marketplace section and you'll keep your name in front of your top customers and prospects all year long. It's like handing out your card to 13,000+ top executives of companies in South-eastern Wisconsin!



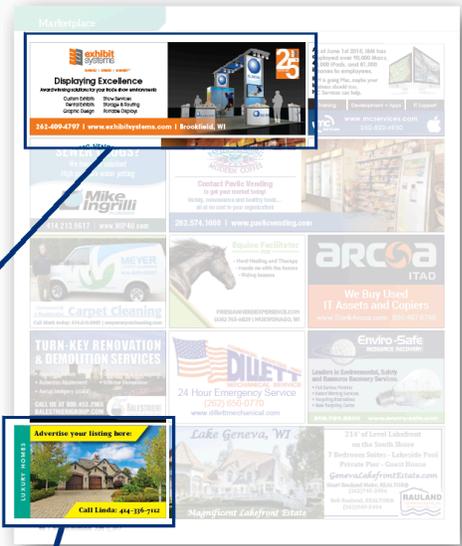
Double Specs: 5.5625" W x 1.875" H

LUXURY HOMES & PROPERTIES

Reach the affluent BizTimes audience with business card sized property listings in the "Luxury Homes" section of Marketplace. BizTimes readers' average home value is \$467,959, and their average net worth is \$1,743,083, so you know your listing will be seen by qualified, engaged homeowners. Bi-weekly editions allow you to change properties as often as needed.



Single Specs: 2.75" W x 1.875" H



\$467,959

average value of primary residence

\$1,743,083

average household net worth

MARKETPLACE RATES				
FREQUENCY	26x	20x	13x	Open
SINGLE	\$145	\$160	\$185	\$205
DOUBLE	\$290	\$320	\$370	\$410

**Rates per Insertion (net)*

MARKETPLACE SPECS

Single:
2.75" W x 1.875" H

Double:
5.5625" W x 1.875" H

Submit your card or we'll create one for you.

BIZTIMES MILWAUKEE ISSUE	SPACE RESERVATION	MATERIALS DUE
JANUARY 22, 2018	January 3, 2018	January 5, 2018
FEBRUARY 5, 2018	January 17, 2018	January 19, 2018
FEBRUARY 19, 2018	January 31, 2018	February 2, 2018
MARCH 5, 2018	February 14, 2018	February 16, 2018
MARCH 19, 2018	February 28, 2018	March 2, 2018
APRIL 2, 2018	March 14, 2018	March 16, 2018
APRIL 16, 2018	March 28, 2018	March 30, 2018
APRIL 30, 2018	April 11, 2018	April 13, 2018
MAY 14, 2018	April 25, 2018	April 27, 2018
MAY 28, 2018	May 9, 2018	May 11, 2018
JUNE 11, 2018	May 23, 2018	May 25, 2018
JUNE 25, 2018	June 6, 2018	June 8, 2018
JULY 23, 2018	July 3, 2018*	July 6, 2018
AUGUST 6, 2018	July 18, 2018	July 20, 2018
AUGUST 20, 2018	August 1, 2018	August 3, 2018
SEPTEMBER 3, 2018	August 15, 2018	August 17, 2018
SEPTEMBER 17, 2018	August 29, 2018	August 31, 2018
OCTOBER 1, 2018	September 12, 2018	September 14, 2018
OCTOBER 15, 2018	September 26, 2018	September 28, 2018
OCTOBER 29, 2018	October 10, 2018	October 12, 2018
NOVEMBER 12, 2018	October 24, 2018	October 26, 2018
NOVEMBER 26, 2018	November 7, 2018	November 9, 2018
DECEMBER 17, 2018	November 28, 2018	November 30, 2018
SPECIAL PUBLICATIONS	SPACE RESERVATION	MATERIALS DUE
BUSINESS RELOCATION GUIDE	January 23, 2018	January 25, 2018
INNOVATE WISCONSIN	March 21, 2018	March 28, 2018
STUFF MADE & BUILT IN SE WISCONSIN	June 20, 2018	June 27, 2018
MKE 150	September 5, 2018	September 12, 2018
GIVING GUIDE	September 28, 2018	September 28, 2018

*Adjusted to accommodate holiday

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) 336-7118

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)

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.

Email all camera-ready ads to
ads@biztimes.com
and CC your account executive

All ads are 4-color.



414.336.7118

Production questions



Innovate Wisconsin

A new publication focused on the leaders in Wisconsin innovation.

Wisconsinites are leading the nation in innovative research, products, solutions and services.

This new publication will showcase the state’s most innovative corporations, startups, entrepreneurs, and researchers throughout industries like advanced manufacturing, biomedical and health care, finance, technology, education, energy, and agriculture.

Visionaries in these industries, and others, have been driving Wisconsin’s economy for centuries.

Startups, entrepreneurs, and even longstanding historic corporations that call Wisconsin home are thriving thanks to a commitment to innovative thinking. Innovate Wisconsin will focus on today’s innovators: those fostering business growth, those daring us to dream bigger, reach farther, and work harder for the betterment of Wisconsin’s future.

Innovate Wisconsin delivers direct access to the most innovative business leaders, decision makers and influencers responsible for driving change in the state. Be a part of the innovation culture in Wisconsin.

PUBLICATION DATE:

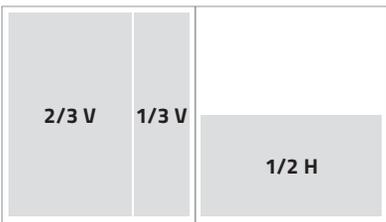
APRIL 30, 2018

RESERVATION DEADLINE:

MARCH 21, 2018

DISTRIBUTION

- 30,000+ total print & online



ADVERTISING OPTIONS				
	Open Rate	Specs	Trim	Live/Safety
Full Page + Bleed	\$5,495	9.25 x 11.125	9 x 10.875	8 x 9.875
2/3 V	\$4,495	5.125 x 9.75	---	---
1/2 H	\$3,995	7.875 x 4.75	---	---
1/3 V	\$2,595	2.4375 x 9.75	---	---
Sponsored Content				
1 Page	\$5,495	9.25 x 11.125	9 x 10.875	8 x 9.875
2 Page	\$9,000	9.25 x 11.125	9 x 10.875	8 x 9.875
4 Page	\$15,000	9.25 x 11.125	9 x 10.875	8 x 9.875
8 Page	\$22,000	9.25 x 11.125	9 x 10.875	8 x 9.875
Premium Positions				
Cover Positions	\$6,495	9.25 x 11.125	9 x 10.875	8 x 9.875
Page 3, 5, 7	\$5,995	9.25 x 11.125	9 x 10.875	8 x 9.875

**Ask your account executive about sponsorship opportunities*

VIEW THE DIGITAL EDITION AT

InnovateWisconsin.com



STUFF Made & Built in SE Wisconsin

Aimed at changing the image of careers in manufacturing and the building & construction trades in SE Wisconsin

A hip interactive print and digital publication profiling area manufacturers and construction-related companies, STUFF features what those companies make and build, who they sell to, and how their product is used, as well as the kinds of jobs/careers available in each company.

Area students, guidance counselors and parents use it as a resource for making career decisions, and area employers can use it as a vital part of their recruitment efforts.

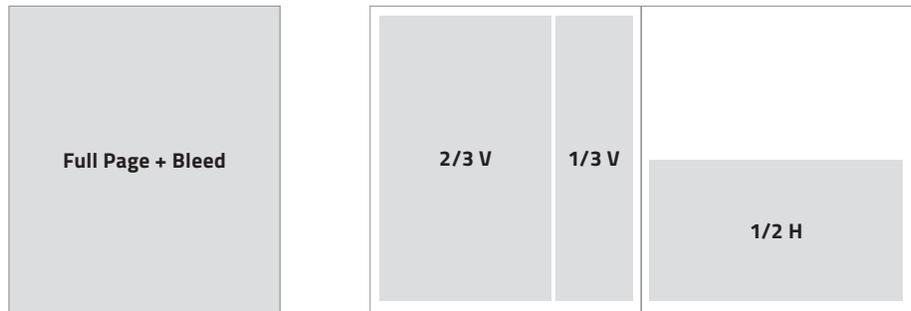
A Guide to STUFF Made & Built in SE Wisconsin helps close that gap by connecting employees and employers in SE Wisconsin

PUBLICATION DATE:
JULY 23, 2018

RESERVATION DEADLINE:
JUNE 20, 2018

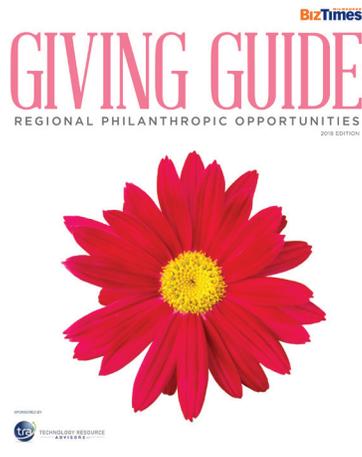
DISTRIBUTION

- 20,000+ total print
 - Area trade/vocational high schools
 - Guidance counselor offices in area high schools
 - Community colleges, as well as career counseling offices in area colleges
 - Regional workforce organizations and employment offices
 - Regional chambers of commerce
 - Targeted to certain grade schools
 - Jails
 - At key business events throughout the year
 - Targeted BizTimes subscribers



ADVERTISING OPTIONS				
	Open Rate	Specs	Trim	Live/Safety
Full Page + Bleed	\$5,495	9.25 x 11.125	9 x 10.875	8 x 9.875
2/3 V	\$4,495	5.125 x 9.75	---	---
1/2 H	\$3,995	7.875 x 4.75	---	---
1/3 V	\$2,595	2.4375 x 9.75	---	---
Premium Position				
Sponsored Content (1 page)	\$5,495	9.25 x 11.125	9 x 10.875	8 x 9.875
Cover Positions	\$6,495	9.25 x 11.125	9 x 10.875	8 x 9.875
Page 3, 5, 7	\$5,995	9.25 x 11.125	9 x 10.875	8 x 9.875

**Ask your account executive about sponsorship opportunities*



Giving Guide

Regional Philanthropic Opportunities - 2019 edition

Demonstrate your company's investment in the community.

The Giving Guide connects top level business executives and their employees to the region's nonprofit offerings. Profiled placement positions participating nonprofits as organizations worthy of support by community leaders who can devote their time, talent and treasure to those nonprofits.

In addition to the lasting value of the printed Giving Guide, additional distribution includes a digital edition on BizTimes.com, Enewsletters placements, additional print advertising, space at the annual Nonprofit Excellence Awards event, and more.

PUBLICATION DATE:
NOVEMBER 12, 2018

RESERVATION DEADLINE:
SEPTEMBER 28, 2017

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

DISTRIBUTION

- 13,000+ print and online

Of the readers:

- \$220,481 average individual income
- \$1,978,749 average household net worth
- 59% are equity owners of their company
- 40% are millionaires
- 93% are CEO, president, partner, CFO, GM, VP, manager, or director level

Nonprofit Profile Investment - \$2,950

Elements of the Giving Guide package can be shared in two ways.



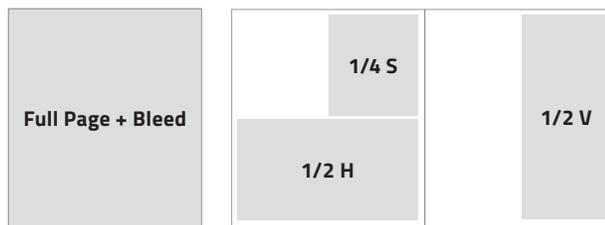
OPTION A

The entire package can be donated to a nonprofit



OPTION B

Donate the nonprofit's profile page and use the full page ad to promote your company



PREMIUM PLACEMENT

- 3 available
- Back Cover - \$5,500
- Inside Cover - \$4,675
- Inside Back Cover - \$4,675

ADVERTISING OPTIONS				
	Open Rate	Specs	Trim	Live/Safety
Full Page + Bleed	\$3,695	9.25 x 11.125	9 x 10.875	8 x 9.875
Professional Advisor Page	\$3,995	9.25 x 11.125	9 x 10.875	8 x 9.875
1/2 V	\$2,745	3.8125 x 9.75	---	---
1/2 H	\$2,745	7.875 x 4.75	---	---
1/4 S	\$1,695	3.8125 x 4.75	---	---

*Ask your account executive about sponsorship opportunities



CUSTOM PUBLICATIONS

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

Our Custom Publishing services streamlines 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.

- 8 x 10 custom magazine
- 24 or 36 pages

Perfect for your company:

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

Investment starting at \$7,000 net

See your account executive for details



REPRINTS

Purchasing copies of articles that have been published by BizTimes Media is a great way to extend the life of your news coverage. Whether you're looking to send an article to potential clients, post online or even display on your walls, we have options to get your company noticed.

PDF with full reprint rights

All articles that appear in BizTimes Milwaukee magazine, Innovate Wisconsin, STUFF, the Giving Guide or on BizTimes.com are offered as electronic reprints.

- Pages re-flowed with all ads removed
- Reproduction on 8 1/2 x 11-inch page(s) with attribution/credit line
- Page count based on layout in magazine. Website articles, approximately 500 words plus photo per page.

Single page PDF: \$495, each additional page \$200 sales tax included

All articles must be reprinted in their entirety, and no changes may be made to the editorial content. All electronic PDF reprints may be duplicated in their entirety and copies may be circulated for promotional and informational purposes.

Framed Reprint

Proudly display a framed article in your lobby, office or conference room to show customers, employees and vendors this important achievement.

Single page: \$575 plus sales tax

Finished size, including frame, will be 17 1/4" wide x 21" tall



Add a framed reprint to any PDF purchase for 50% off the framed reprint pricing.

Call (414) 336-7128 or email our reprint department at reprints@biztimes.com

DIGITAL



DEMOGRAPHICS

INFLUENTIAL DECISION-MAKERS



84% have an influence in company purchasing decisions

ENGAGED READERSHIP



90% indicate that BizTimes Daily as the most complete online source of local business news

QUALITY ONLINE NEWS



92% rate BizTimes Daily as a superior, excellent or good source of local business news

BizTimes.com is the go-to daily news source for over 117,000 business professional in southeastern Wisconsin each month. This influential, engaged and affluent group represents a dynamic cross-section of the regional business community – and a highly-targeted audience for your marketing message.

The BizTimes.com website was recently honored as one of the best local business news web sites in the country.

COMPANY PROFILE

- 72% of companies are private/closely-held or family owned
- 72% have more than \$1,000,000 in annual sales
- 52% have more than 50 employees

PROFESSIONAL PROFILE

- 71% Board Chair, CEO, President, Vice President, CFO, COO, CIO, GM, Manager, Director, Senior or Executive VP

ENGAGED READERSHIP

- 79% develop a more favorable impression of an organization after seeing an advertisement in BizTimes E-newsletters & BizTimes.com

ESTABLISHED COMPANIES

- 35% occupy over 40,000 square feet
- 22,762 average square feet of readers' companies

GROWING COMPANIES

- 94% expect to grow in sales in each of the next three years

LOCAL ALUMNI - UNDERGRAD & ADVANCED DEGREE

- 41% are graduates of Wisconsin-based universities and colleges

AFFLUENT, ACTIVE, INVOLVED

- 61% fly out of Mitchell Airport 3 or more times per year
- 57% have an estate plan for their family
- 56% dine out for lunch/dinner at least three times per week
- \$178,515 average household income



60%
male



40%
female

 **BizInsights**

BIZTIMES.COM



133,837

Average Website Visitors



15,254

E-newsletter subscribers



1,073

LinkedIn Followers



16,200

Twitter Followers

BizInsights is a powerful opportunity to leverage the BizTimes brand and audience by telling your story in your own words on our digital and print platforms – positioning your company as a thought leader in your industry.

B2B purchasers today do their research before connecting with prospective vendors.

Content publishing is a proven strategy that builds confidence in your brand and accelerates the conversion of leads to sales by providing content that your prospective customers find valuable. Content publishing builds trust in your company, gives you a good reason to reach out on a regular basis and puts you top of mind when it's time to buy.

BIZINSIGHTS PRICING		
Program level	Editor	Publisher
Two monthly posts on your own BizInsights page at biztimes.com*	✓	✓
Featured on the BizTimes.com home page ₁	✓	✓
Directly share your contact and social media information with readers	✓	✓
Promote each post via a BizTimes e-newsletter ₂	✓	✓
Each post featured on BizTimes LinkedIn company page	✓	✓
Each post tweeted to BizTimes Twitter followers	✓	✓
Your web content lives forever on BizTimes.com	✓	✓
One full page sponsored content in <i>BizTimes Milwaukee</i> *		✓

Cost per month (3 month minimum commitment) \$2,850 \$6,700

*Content Style Guide applies

₁ See page 24 for placement

₂ See page 21 for placement

BizTimes reserves the right to edit for quality and length, and to not publish work that does not adhere to sound editorial standards



15,254

Total unique audience

13,000

Subscribers*
30% OPEN RATE

13,000

Subscribers*
25% OPEN RATE

4,750

Subscribers*
28% OPEN RATE

4,000

Subscribers*
32% OPEN RATE

2,300

Subscribers*
27% OPEN RATE

15,261

Subscribers*
25% OPEN RATE

BizTimes E-newsletters

Area executives rely on BizTimes' e-newsletters. From daily stories to breaking news, print and web-only features, economic data and more, BizTimes delivers everything you need to know straight to your inbox.

Daily (2)

THE DAILY

Each day, the Daily delivers exclusive, breaking local business news to your inbox over the lunch hour, keeping you and 13,500 other executives in touch with what's happening in the local business community.

MORNING HEADLINES

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 (3)

MANUFACTURING WEEKLY | MONDAY

Each Monday, BizTimes 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

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

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

Weekend (1)

SATURDAY TOP 10 | SATURDAY

A recap of the week's top stories.

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

Daily and Weekly

E-NEWSLETTER ADVERTISING RATES			
DAILY ENEWS*	1 month	6 months	12 months
RATE (NET)	\$1,600	\$1,400	\$1,200

WEEKLY ENEWS*	1 month	6 months	12 months
RATE (NET)	\$1,200	\$1,000	\$800

*Industry exclusive based on availability

Packages

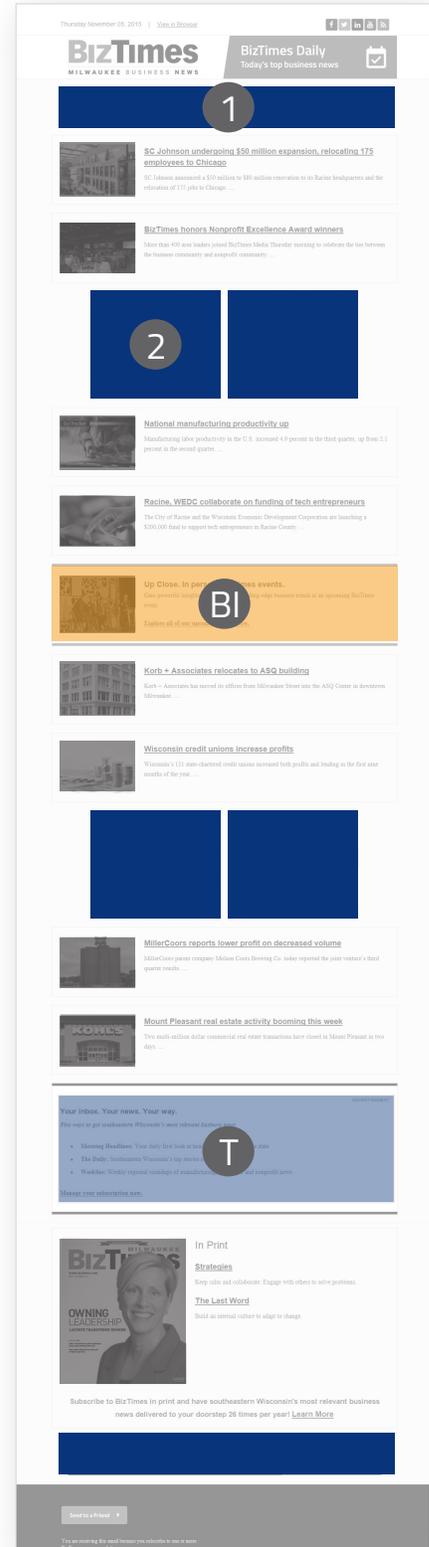
- Ten daily packages available per month (Monday, Tuesday, Wednesday, Thursday and Friday; position 1 and position 2).
- Two weekly packages available per weekly newsletter (Monday Manufacturing, Wednesday Real Estate, Friday Nonprofit and Saturday Top 10; position 1 and position 2).

All ads must be in GIF or JPG format.

Flash files are not accepted. File sizes should not exceed **200 KB**. Ads are hyperlinked to your website or chosen destination. BizTimes can provide design services for an additional fee.

Sizes & Specifications

- 1** Leaderboard (2) - 728 x 90 pixels
- 2** Medium Rectangle (4) - 300 x 250 pixels
- T** Text Ad (1) - 50 words
- BI** BizInsights - See page 19



Weekend

NEWSLETTER ADVERTISING RATES			
SATURDAY TOP 10*	1 month	6 months	12 months
RATE (NET)	\$1,200	\$1,000	\$800

NATIVE AD*	1 month	6 months	12 months
RATE (NET)	\$1,600	\$1,400	\$1,200

*Industry exclusive based on availability

Packages

- Two medium rectangles available per weekend (position 2 and position 3).
- One native ad available per weekend

All ads must be in GIF or JPG format.

Flash files are not accepted. File sizes should not exceed **200 KB**. Ads are hyperlinked to your website or chosen destination. BizTimes can provide design services for an additional fee.

Sizes & Specifications

2 **3** Medium Rectangle (2) - 300 x 250 pixels

N Native Ad (1) - 50 words

PROVIDE THE FOLLOWING

Headline:

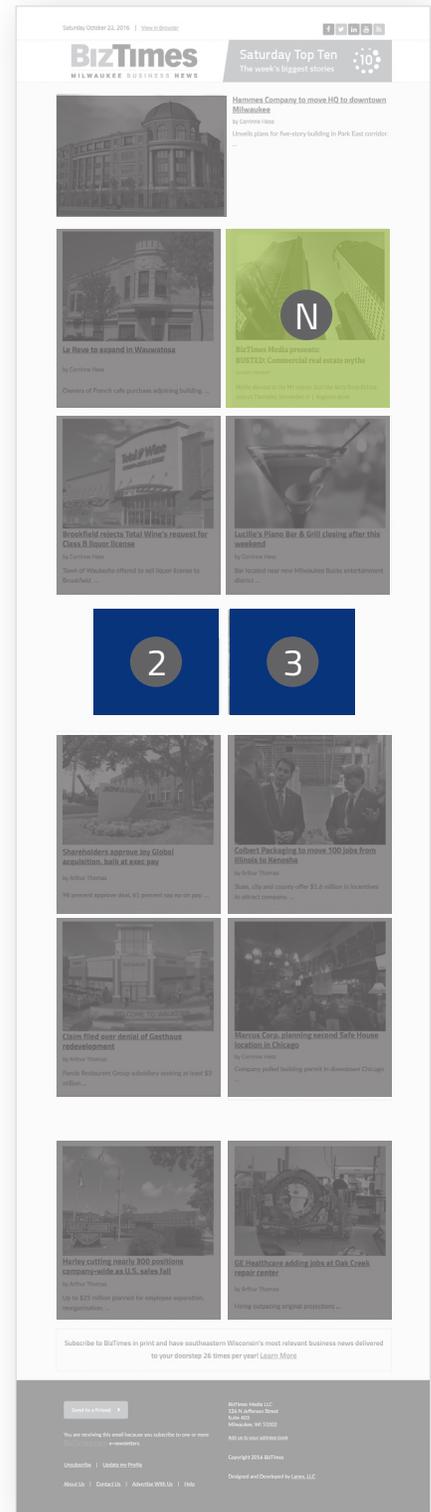
- Character count: 90 characters - approximately 10 words
- Limited to two lines of copy

Body copy:

- Character count: 116 characters – approximately 14 words
- Limited to two lines of copy

Image:

- 355 x 258 pixels



PROVIDE THE FOLLOWING:

- Image
 - Jpeg (camera ready image containing your message and images)
 - Max width 800px
 - Images may be cut into multiple horizontal segments as each file must not exceed 350 kb
- URL to hyperlink image
- Subject line
- Sender name
- Address in footer
- Plain text email (for email clients that don't render HTML)
 - copy provided in Word document (no images, colors or decorative fonts)
- Send date and preferred send time

EBLAST PROOF:

- Name and email to send proof email

All materials listed above are due two weeks prior to your scheduled send date to allow for proofing.

Emails are sent from info@biztimes.com on behalf of the sender name provided above.

CUSTOM EMAIL BLASTS

Take advantage of the BizTimes Enewsletters list with a custom eblast. You customize the art, the message, even the subject line and we deliver it to the inboxes of 13,000 unduplicated BizTimes Enewsletter subscribers. Custom eblasts are a great way to deliver your message straight to your best prospects, at the best time for you.

Rate: \$4,375 net

Availability: One per month maximum (must run on weekday).

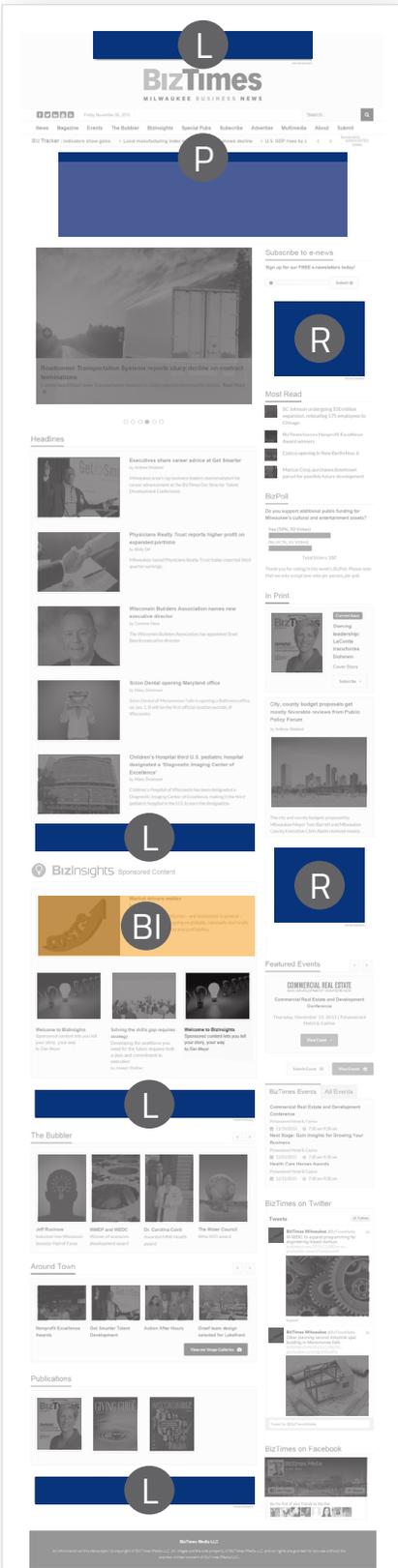
Camera ready creative must be provided 2 weeks in advance to allow for proofing and testing.

TO: 13,000 unduplicated BizTimes E-Newsletter subscribers
 SUBJECT LINE: Knock your 2017 group outing outta the park!
 SENDER NAME: The Milwaukee Brewers



ADDRESS: Milwaukee Brewers Baseball Club | One Brewers Way | Milwaukee | WI | 53214





133,837

Average Unique Visitors per Month

284,286

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 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 - September 25, 2017.*

RUN OF SITE

RUN OF SITE RATES		Rates Effective Nov. 1, 2015			
Impressions/mo	1 mo/CPM	3 mo/CPM	6 mo/CPM	12 mo/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	

CPM = Cost per thousand
* Artwork must be provided in both 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.

EXPANDABLE PENCIL

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.

EXPANDABLE PENCIL RATES			
FREQUENCY	1 month	6 months	12 months
RATE (NET)	\$650/week	\$500/week	\$450/week

L 728 x 90 pixels

P Pencil 960 x 30 pixels
Expandable Pencil 960 x 250

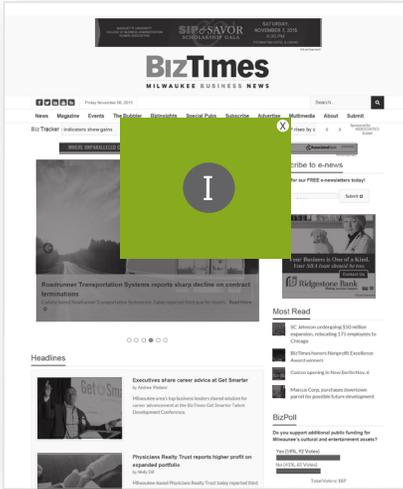
R 300 x 250 pixels

BI BizInsights - see page 19

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.



INTERSTITIAL AD

- Ad appears as a pop-up when BizTimes.com readers access the site or click through emails to a story.
- Size: 550 x 480 pixels
- File max: 80k
- Static only: JPG or PNG
- Close control provided by browser window

INTERSTITIAL AD RATES

IMPRESSIONS	10,000	20,000	30,000
RATE (NET)	\$550	\$1,100	\$1,650

Ad zones

Creative required for all ad positions:

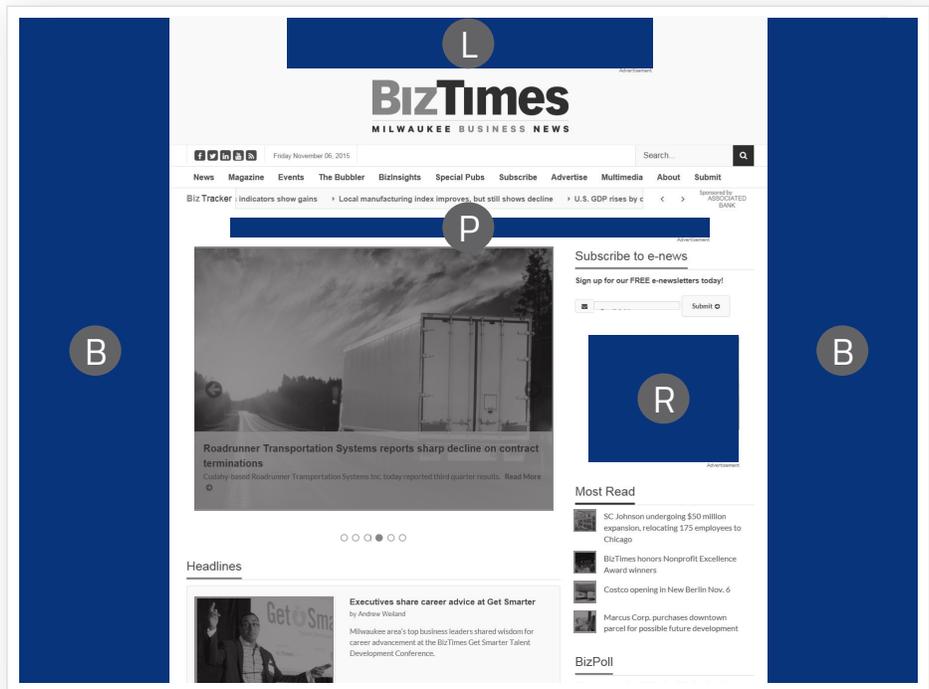
- L** 728 x 90 (4 ad zones)
- R** 300 x 250 (2 ad zones)
- P** Pencil 960 x 30
Expandable Pencil 960 x250
- B** Background: See specs below

Background ad specs

- Canvas (total image size): 1600 x 1200 pixels
- Center (plain white background required): 1170 pixels
- Creative area: approximate width 215 pixels on either side of the home page content – Photoshop template will be provided.
- Links: BizTimes offers two links, one on each side. The same link on both sides may also be used.
- File max: 120k
- Static only: JPG or PNG

HOME PAGE TAKEOVER

All display ad units will be seen on the BizTimes home page for a continuous 24-hour period, from 12 a.m. - 11:59 p.m. (estimated at 9,000 impressions per day) One home page takeover available per month. Deadline for space is 3 weeks prior to takeover date, and 2 weeks prior for materials.



HOME PAGE TAKEOVER RATE

RATE (NET)	\$1,200/day
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EVENTS

BizTimesMedia | SPONSORSHIPS

Connect with your customers in 2018: Sponsor a BizTimes event

Each year, thousands of area professionals attend BizTimes events to connect, learn from experts and celebrate corporate and individual business achievements. Get to know your current and future customers by adding event sponsorships to your marketing plan.

Select sponsorship highlights:

Sponsorship packages included, but not limited to:

- Company logo on marketing materials such as print and digital ads, programs and event signage
- Full-color print ad in the issue of BizTimes Milwaukee distributed at the event
- Podium recognition of your company's support during the event
- Direct distribution of your marketing collateral to attendees

Sponsorship pricing from \$5,000 to \$15,000 net



Economic Trend - January 19th

Event Attendees: 450+

A distinguished group of panelists will provide a forecast for their industries/markets on both a local and national level.



Grow Waukesha - March 16th

Expected Attendees: 300+

A new event focusing on workforce development issues specific to Waukesha county businesses, covering workforce training, transportation, access, economic development and more.



M&A Forum - April 13th

Event Attendees: 200+

After an insightful keynote presentation on the latest trends in M&A, hear from professional experts on valuation, the market, tax consequences, financing and more.



Rising Stars - April 27th

Expected Attendees: 200+

This event recognizes the region's top talent, identified by their own companies, who are helping to shape their company's future.



Wisconsin International Trade Conference - May 9th

Event Attendees: 550+

Wisconsin's largest and most respected full-day conference on international trade.



BizExpo - May 31st

Event Attendees: 2,300+

The largest business to business networking conference in SE Wisconsin where top level executives come to grow business relationships, research new products & services and attend business strategy seminars.



Women in Business - May 31st
Event Attendees: 300+

This unique breakfast program features a panel discussion among four of the region's most esteemed female business executives and the presentation of the Women Executive of the Year Award.



Bravo! Entrepreneur/I.Q. Awards
May 31st

Event Attendees: 350+
 This combined awards event will celebrate the region's most creative and innovative entrepreneurs as well as innovative products, services or processes developed by SE WI companies.



Family & Closely Held Business Summit - June 14th

Event Attendees: 300+
 This event focuses exclusively on the particular challenges facing family and closely held businesses, a moderator will lead a panel of distinguished business leaders through their own successes and challenges.



90 Ideas in Ninety Minutes
September 6th

Expected Event Attendees: 200+
 Attendees at this inaugural event will walk away with the collective knowledge of nine of Southeastern Wisconsin's top CEOs. Topics will include: leadership, culture, expansion, hiring & retention, sales, marketing and more.



Future 50 Awards - MMAC/COSBE
September 21st

Event Attendees: 600+
 The MMAC/COSBE Future 50 program recognizes the 50 fastest growing local companies in SE Wisconsin that have shown consistent & significant growth in sales and employment.



Next Generation Manufacturing Summit - October 4th

Event Attendees: 300+
 A panel of CEO's from prominent local manufacturing organizations will share their insights and best strategies for how to grow the region's manufacturing industry in both the present & the future.



Nonprofit Excellence Awards
November 1st

Event Attendees: 400+
 An exciting awards program to salute southeastern Wisconsin's best corporate citizens and most effective nonprofit organizations by recognizing excellence in philanthropy and nonprofit leadership.



Kenosha County Ovation Awards
November 1st

Event Attendees: 375+
 KABA has partnered with Biz-Times Media to present the Ovation Awards. This prestigious program will recognize excellence and achievement in business throughout Kenosha County.



Commercial Real Estate & Development Conference - November 15th

Event Attendees: 350+
 A distinguished panel of experts will discuss a Commercial Real Estate & Development-focused topic which affects business in SE Wisconsin.



Health Care Heroes - December 14th
Event Attendees: 200+

This event recognizes individuals and/or organizations in the Southeastern Wisconsin health care community who are making a significant impact on the quality of health care in our area.

With 18 seminars, 100+ exhibitors and three high-impact events – all in one day – BizExpo is the largest business-to-business conference in Wisconsin. Each year, thousands of area professionals come together for this must-attend event.



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.

89%

are decision makers for their company

82%

enhanced business relationships

92%

company sales volume under \$100 million

Statistics gathered from a survey of 2016 attendees

Opportunities Include:

Exhibit Booths

Seminar Sponsorships

Event Sponsorships

BizExpo Show Guide Advertising

VISIT BIZTIMES.COM/BIZEXPO

Visit BizTimes.com to submit the following:

Press Release | Calendar Event | Around Town Gallery | Bubbler Item | Award Nomination | Nonprofit Directory Entry

CONTACT US

Editorial: (414) 336-7120

Advertising: (414) 336-7112

Production: (414) 336-7118

Billing: (414) 336-7125

Circulation: (414) 336-7100

COMMISSIONS AND DISCOUNTS

Contracted advertising must be used within one year of first insertion to earn frequency discounts. A 15% commission will be allowed for recognized agencies on all charges for space, color, position premiums and inserts. Any camera-ready materials requiring modification are not subject to agency discount and may incur additional production charges. Marketplace advertising rates are net.

LIABILITY FOR PAYMENT

The publisher reserves the right to hold the advertiser and/or its agency jointly and severally liable for such money as is due and payable to BizTimes; the agency warrants that, by submitting the insertion order, 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.

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 space reservation deadline of the issue in which advertisement is scheduled to run. Ads cancelled after the space reservation deadline will be billed at the full rate. Advertisers will be short rated and rebilled at the earned frequency rate immediately following cancellation or curtailment of space frequency contracted.

TERMS

Net 15 days except for first-time advertisers, who are required to remit payment in full with their order. All items are invoiced semi-monthly and are payable to BizTimes Media LLC. Payments by credit card will incur a 3% surcharge.

JANUARY

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
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22	23	24	25	26	27	28
29	30	31				

FEBRUARY

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12	13	14	15	16	17	18
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26	27	28				

MARCH

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19	20	21	22	23	24	25
26	27	28	29	30	31	

APRIL

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MAY

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28	29	30	31			

JUNE

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JULY

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30	31					

AUGUST

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SEPTEMBER

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24	25	26	27	28	29	30

OCTOBER

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29	30	31				

NOVEMBER

M	T	W	T	F	S	S
			1	2	3	4
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19	20	21	22	23	24	25
26	27	28	29	30		

DECEMBER

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10	11	12	13	14	15	16
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24	25	26	27	28	29	30
31						



BizTimesMedia

PRINT | DIGITAL | EVENTS

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