



I INSIGHT **Media Kit 2020**



WE ARE INSIGHT

We're all about connecting minds, creating insights

Our business-to-business clients rely on us to help share their stories — in our news magazines, web-only articles, in print and digital advertising and at our regional events.

We live our mission: Connecting minds, creating insights. We work continuously toward our vision: To be the trusted source for information that drives business growth, shares inspirational ideas and celebrates success in Northeast Wisconsin, a community of 1.2 million people.

We connect using:

Print: Our monthly magazine Insight (Our readers say, “I get a lot of magazines, but Insight is the only one I read!”); Insight on Manufacturing, our bimonthly magazine for manufacturers; and our quarterly publication Insight on Technology. We also do this through niche publications that fit our mission — including the New North Annual Report and forwardHR, the Wisconsin SHRM publication for members of the Society of Human Resource Management.

Digital: Digital versions of our magazines, e-newsletters, our website and social media platforms reach those looking for more immediate means of communication.

Events: Our events appeal to those who find value in face-to-face communication. These include our InDevelopment conference in March, the Insight Innovation Awards in May and the Manufacturing First Expo & Conference in October.

Since launching in 2007, Insight has also formed successful partnerships with organizations such as New North, Inc., the NEW Manufacturing Alliance, St. Norbert College, United Way Fox Cities and more.

Insight is an award-winning business and publication. In 2011, Insight received the Rising Star Award from the Fox Cities Chamber, and in 2019, our publications received three national awards from the Alliance of Area Business Publishers. We also work with our award-winning partners in photography (Image Studios) and design (A2Z Design) to bring a level of sophistication to Insight that is on par with national magazines.

We're passionate about what we do. When you get to know us, we think you'll agree.

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In print, online and in person, Insight magazine gives you information to connect you with the people and resources you need to make the most of your business in Northeast Wisconsin.

Every month, Insight profiles companies making a difference in the region or in their industry — or using strategies that will provoke you to think differently about your own business. Our award-winning covers and cover story design grab your attention; our storytelling keeps you reading to the end.

Every issue gives you news from each part of the 18-county region of the New North, plus industry trends, previews of upcoming events, profiles of movers and shakers, a who's-who of people and companies in the news and more.

Why Insight?

No other media in Northeast Wisconsin reaches such a critical mass of business and community leaders — those who make the decisions that shape our economy, our industries and our communities. Insight lands on the CEO's desk and is typically passed on to several others in each company, who spend quality time reading each issue (see page 4 for demographics). We stand by our circulation numbers, which are independently audited.

AUDITED DIRECT MAIL DISTRIBUTION

Insight is **the only business publication** in the region to have an **audited, direct-mail circulation list.**

Insight is mailed directly to businesses throughout the entire 18-county area of the New North, free to qualified subscribers. Insight's distribution list of almost 12,000 consists of CEOs, business owners, top managers responsible for purchasing decisions and professionals in higher education, economic development, health care, insurance, construction, finance and other related industries.

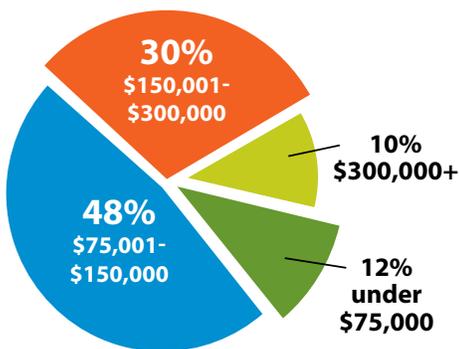


Member

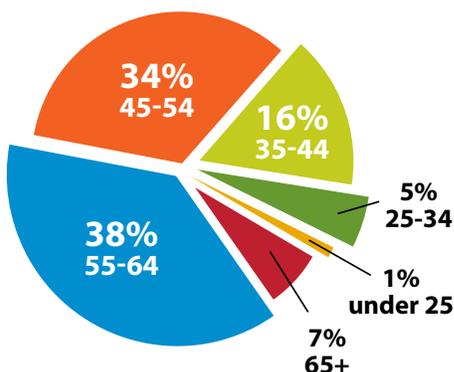


Who reads Insight?

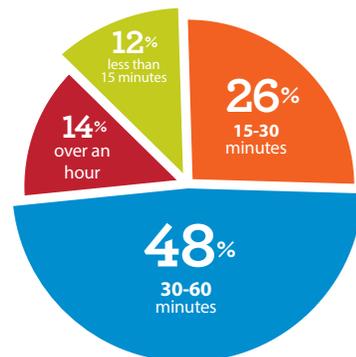
ANNUAL INCOME



AGE



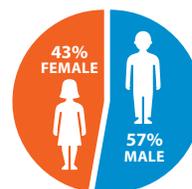
AVERAGE TIME READING INSIGHT



PRIMARY ROLE OF OUR READER



GENDER



National average 66% male, 34% female

Passed an item **along** or **referred** information to a **business associate/client**



Saved items of interest



contacted a company because of an advertisement



discussed an item seen in the publication with others



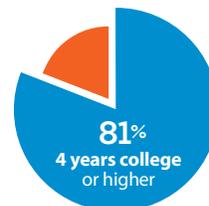
Saved an **entire issue**



Visited the publication website **to send a link** of an issue **to someone**

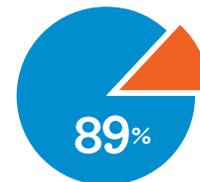


EDUCATION



Each copy of Insight is read by **3.8** people.

(National average 1.75)



of readers are **involved in purchasing decisions** for their company.



(Demographics and analytics were obtained by a third party study in 2019)

2020 EDITORIAL CALENDAR

JAN '20 Oshkosh Health & Wellness	FEB '20 Brown County Commercial Real Estate Trends <i>+ Anniversary Celebrations</i>	MAR '20 Fox Cities Talent <i>+ InDevelopment Conference</i> <i>+ Women of Influence Awards Event</i>
APR '20 Manitowoc County Health Care <i>+ INVITE Executive Event</i>	MAY '20 Door/Kewaunee Counties Construction <i>+ THINC! Conference/Insight Innovation Awards</i>	JUN '20 Shawano/Waupaca Counties Wealth Management <i>+ Insight Innovation Award Winners</i>
JUL '20 Fond du Lac/Green Lake/ Waushara/Marquette Counties Meetings & Conventions <i>+ New North Mid-Year Report</i>	AUG '20 Green Bay Insurance	SEP '20 Calumet County Education <i>+ United Way Fox Cities Community Campaign</i>
OCT '20 Northwoods Manufacturing <i>+ Manufacturing First Expo & Conference Preview</i>	NOV '20 Sheboygan Construction <i>+ Holiday Gift Guide + Party Planner</i>	DEC '20 Appleton Banking <i>+ New North Report to the Community</i> <i>+ Holiday Gift Guide + Party Planner</i>

Here is a sample of what you'll find in every issue:

- **Insight Insider** feature that takes a deeper dive into a particular topic or trend
- **Small Business Profiles**
- **Personalities** feature where Insight goes one-on-one with a regional professional in a Q&A style format
- **For the Love** article profiling a regional nonprofit or partnership that's making a difference
- **Pipeline** looks at how businesses are dealing with worker shortage
- **Power Lunch** — a look at the best places to meet for a business lunch in the New North
- **On the Move** section featuring the latest news on who's been hired, promoted or received accolades and news about business expansions, new locations and more

PLEASE SEND ALL NEWS RELEASES, PEOPLE NEWS AND EVENT NEWS TO: edit@insightonbusiness.com.

To make a story pitch to Insight on Business, please contact Editor MaryBeth Matzek or IOM Editor Jessica Thiel at (920) 882-0491. Issues are planned 10-12 weeks in advance of publication dates. Stories deadline on the first of each month prior to issue month.

(Items in blue are special sections or inserts for that month)



ADVERTISING RATES AND SPECS

Print Rates

Premium Positions	12x Rate	7x Rate	4x Rate	1x Rate
Back Cover	Please contact your <i>Insight</i> sales rep for pricing			
Inside Front Cover				
Page 3				
Inside Back Cover				
TOC/Editor Page				

Interior Positions	12x Rate	7x Rate	4x Rate	1x Rate
Full page	Please contact your <i>Insight</i> sales rep for pricing			
2/3 page				
1/2 page (island)				
1/2 page				
1/3 page				
1/4 page (horiz. island)				
1/4 page vertical				
1/6 page				

- **Space deadline** - 1st of month prior to issue month.
- **Materials deadline** - 10th of month prior to issue month.
- All ad rates include full 4-color.
- All ad rates include a **FREE** live link to the advertiser's website from their ad in the online version of the magazine.
- Each magazine issue remains "interactive" and online with advertiser links for at least one year.
- Quoted rates are gross and commissionable when placed by a recognized advertising agency.
- Commissionable ads must be emailed.
- Would you like to share information about your company, product or service in your own words? Ask your sales rep about opportunities and rates for a "Special Advertising Section."

POLY BAG OPTIONS

\$350/1,000 for provided materials

Price based on 1 oz. or less. Contact your account representative for inserts over 1 oz. Discount pricing available Feb., May, Aug., Nov., and Dec.

AD SIZES

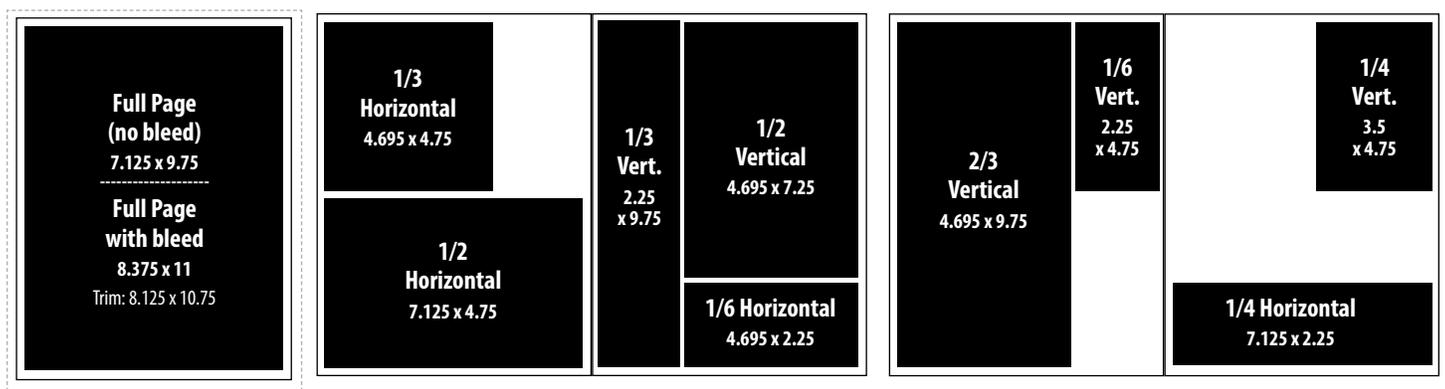
Measurements in inches. All pertinent text must be at least .25" from ad trim size. Full page ads with bleed include .125" on each side for bleed.

AD FILE REQUIREMENTS

PDF files only. All files must be final, color corrected, hi-res (300dpi) CMYK.

AD SUBMISSION

All ad files should be emailed directly to your account rep.



DIGITAL ADVERTISING OPTIONS

IOB Email Advertising Program

Weekly messages with business updates, upcoming business events, contests, blogs and other exclusive content are emailed the 1st of the month and every Tuesday after to more than **2,800 subscribers**. You won't find a more targeted business audience in the New North region.

Our engaged audience averages **32% in unique opens** (national average for business publications is 30%) and **more than 20% in unique clicks** (average is 21% for magazines.)

Email Advertising Campaign <small>net rate, per insertion</small>			
Ad	1-12x rate	13-25x rate	26x + rate
Lead Banner ad (575 x 200)	Please contact your <i>Insight</i> sales rep for pricing		
Banner ad (575 x 200)			
Tile ad (290 x 220)			

Files due in jpg format by the Thursday preceding the scheduled email. Ad positioning to be determined by date of space reservation. Multi-platform campaign discount — a 15% discount will be provided on these rates with a minimum of 6x or more print ad buy.

Insightonbusiness.com

The Insight on Business website receives **nearly 4,000 unique visits per month** — a number that continues to grow.

Visitors average **2 actions per visit** (page views, downloads, outlinks and internal site searches.) Regular visitors spend **nearly 4 minutes** on the site each time they visit.

Website Advertising Campaign <small>net rate, per month</small>			
Ad	1-3x rate	4-7x rate	7-12x rate
Banner ad (650 x 90)	Please contact your <i>Insight</i> sales rep for pricing		
Tile ad (352 x 352)			

Files due in jpg format. Multi-platform campaign discount — a 15% discount will be provided on these rates with a minimum of 6x or more print ad buy. Ads can be added or changed at any time.

IOB Digital Magazine

Ad space is available for those who only wish to reach our digital magazine readers. Each new issue is announced in the first email message of the month, reaching more than **2,800 subscribers**, plus internet visitors. Back issues of each digital magazine are readily available on the website.

IOB Digital Advertising Campaign	
Ad	net rate, per month
Full page (8.125 x 10.75)	Please contact your <i>Insight</i> sales rep for pricing
Half page (7.125 x 4.75)	

Files due in jpg format by the 20th of the preceding issue month. Multi-platform campaign discount — a 15% discount will be provided on these rates with a minimum of 6x or more print ad buy.





IOM | Insight on Manufacturing

With **23%** of Northeast Wisconsin's economy reliant on manufacturing, IOM is the most valuable source of information for industry in the region. "Connecting companies with skilled workers and educational resources in the New North," IOM reaches more than 6,400 manufacturing decision makers every other month.

Print Rates

Premium Positions	1-5x Rate	6x Rate
Back Cover	Please contact your <i>Insight</i> sales rep for pricing	
Inside Front Cover		
First Right Hand Page 3		
Inside Back Cover		
Table of Contents Page		
Interior Positions	1-5x Rate	6x Rate
Full page	Please contact your <i>Insight</i> sales rep for pricing	
2/3 page		
1/2 page		
1/3 page		
1/6 page		

Quoted rates are gross and commissionable when placed by a recognized advertising agency.

AD SIZES

Measurements in inches. All pertinent text must be at least .25" from ad trim size. Full-page ads with bleed include .125" on each side for bleed.

AD FILE REQUIREMENTS

PDF files only. All files must be final, color corrected, hi-res (300dpi) CMYK.

AD SUBMISSION

All ad files should be emailed directly to your account rep.

JANUARY 2020

Space deadline 12-10-19
Materials deadline 12-20-19

MAY 2020

Space deadline 4-10-20
Materials deadline 4-20-20

SEPTEMBER 2020

Space deadline 8-10-20
Materials deadline 8-20-20

MARCH 2020

Space deadline 2-10-20
Materials deadline 2-20-20

JULY 2020

Space deadline 6-10-20
Materials deadline 6-19-20

NOVEMBER 2020

Space deadline 10-10-20
Materials deadline 10-20-20

Full Page (no bleed)
7.125 x 9.75

Full Page with bleed
8.375 x 11
Trim: 8.125 x 10.75

1/3 Horizontal
4.695 x 4.75

1/2 Horizontal
7.125 x 4.75

1/2 Vertical
4.695 x 7.25

1/6 Horiz.
4.695 x 2.25

2/3 Vertical
4.695 x 9.75

1/3 Vert.
2.25 x 9.75

1/6 Vert.
2.25 x 4.75

DIGITAL ADVERTISING OPTIONS

IOM Email Advertising Program

Sent out mid- and end-of-month, **more than 1,300 subscribers** receive updates on manufacturing events in the area, trends in manufacturing, education and other email-exclusive content. This email audience is your direct link to manufacturers in the New North region.

This targeted audience averages a **50.63% open rate** and almost **24% click rate!** (National average for business publications is 30%)

IOM Email Advertising Rates

(net rate, per insertion)

Email Advertising Campaign			net rate, per insertion
Ad	1-12x rate	13-25x rate	26x + rate
Lead Banner ad (575 x 200)	Please contact your <i>Insight</i> sales rep for pricing		
Banner ad (575 x 200)			
Tile ad (290 x 200)			

Files due in jpg format by the 1st and 20th of the month preceding scheduled email.

Insightonmfg.com

The Insight on Manufacturing website averages more than 1,000 page views per issue — a number that continues to grow.

Visitors average **2 actions per visit** (page views, downloads, outlinks and internal site searches). Regular visitors spend **nearly 2 minutes** on the site each time they visit.

Website Advertising Campaign			net rate, per month
Ad	1-3x rate	4-7x rate	7-12x rate
Banner ad (650 x 90)	Please contact your <i>Insight</i> sales rep for pricing		
Tile ad (352 x 352)			

Files due in jpg format. Multi-platform campaign discount — a 15% discount will be provided on these rates with a minimum of 6x or more print ad buy. Ads can be added or changed at any time.

IOM Digital Magazine

Each new issue is announced in an email message, reaching **more than 1,300 direct subscribers**, plus visitors who find us online. Back issues of each digital magazine are readily available on the website.

IOM Digital Advertising Campaign		net rate, per month
Ad		
Full page (8.125 x 10.75)	Please contact your <i>Insight</i> sales rep for pricing	
Half page (7.125 x 4.75)		

Files due in jpg format by the 20th of the preceding issue month. Multi-platform campaign discount — a 15% discount will be provided on these rates with a minimum of 6x or more print ad buy.

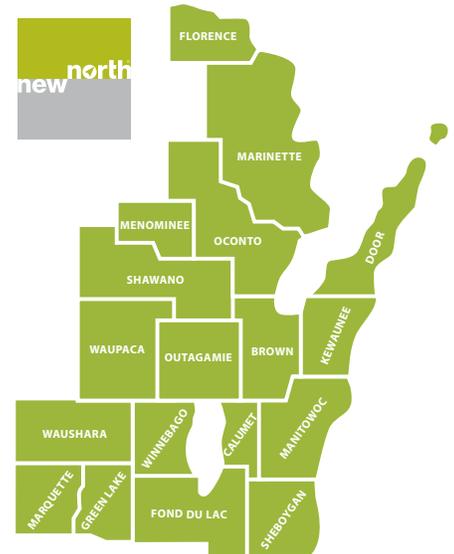




In 2018, we launched Insight on Technology, a quarterly magazine that addresses trends in the tech sector, including the need for qualified workers, talent initiatives, training and education programs, and how industries utilize technology to stay competitive. In 2019, I-Tech won a Gold Award from the Alliance of Area Business Publishers for Best Auxiliary Publication.

This publication features staff-written articles along with supplied content from our sponsors. By collaborating with the NEW IT Alliance, I-Tech increases awareness about the challenges involving businesses throughout the New North. Your partnership not only supports this initiative, but also builds brand awareness and elevates your position as an industry expert.

I-Tech is poly-bagged with the regular issue of Insight, which means it comes as a standalone publication with the mailed copy of Insight and goes to every subscriber in the 18-county New North region. In addition, all articles in the printed publication — including sponsor-supplied articles — will be published on the I-Tech website, in the digital version of I-Tech, promoted in e-newsletters and shared on social media platforms with Insight readers.



- ▶ **Quarterly print magazine**
- ▶ **Digital magazine with hot links**
- ▶ **Dedicated I-Tech website with articles, events and more**
- ▶ **E-newsletters with I-Tech articles and news/events to Insight readers**



PARTNERSHIP WITH EDITORIAL AND ADVERTISING

Partnership opportunities include editorial content written by you/your company on a specific technology topic. This partnership includes advertising in the magazine as well. Note, partnerships must be contracted for the 2020 calendar year. However, each ad will be billed as it occurs.

Partnership Positions <i>(Net Rates)</i>	Invoiced Quarterly	Total Investment
Back Cover + 2 Editorial Pages	Please contact your <i>Insight</i> sales rep for pricing	
Inside Front Cover + 1 .5 Editorial Page		
Inside Back Cover + 1 Editorial Page		
Full Page (ROP) + 1 Editorial Page		

Editorial Requirements:

- Photo of author, name, title, company, expertise and email address. (Not to exceed 50 words.)
Wordcount: 2 pages = 1,000 words, 1.5 pages = 700-750 words, 1 page = 500-525.
- Client must provide any images they wish to use in the article. Stock art is available for a fee.
- The Insight editorial team will review each article and make edits as necessary. Edited copy will be sent to client for review before printing.
- All articles must be informative/educational and not promotional in any way.
- All articles must follow AP Style.

*Limited "ad-only" positions available

Display Advertising	Invoiced Quarterly	Total Investment
Full page	Please contact your <i>Insight</i> sales rep for pricing	
1/2 page		
1/4 page		

If interested in additional advertising using digital options in the e-newsletter or on the I-Tech website, please contact your sales representative for more information.

Full Page (no bleed) 7.125 x 9.75	1/4 Vert. 3.5 x 4.75
Full Page with bleed 8.375 x 11 Trim: 8.125 x 10.75	1/2 Horizontal 7.125 x 4.75

IOT PUBLICATION AD SIZES

Measurements in inches. Full-page ads with bleed include .125" on each side for bleed. All pertinent text must be at least .25" from ad trim size.

AD FILE REQUIREMENTS

PDF files only. All files must be final, color corrected, hi-res (300dpi) CMYK.

AD SUBMISSION

All ad files should be emailed directly to your account rep.

Publication Dates & Deadlines

FEBRUARY 2020

Editorial 12-2-19
Ad Materials 1-10-20

MAY 2020

Editorial 3-2-20
Ad Materials 4-1-20

AUGUST 2020

Editorial 6-1-20
Ad Materials 7-1-20

NOVEMBER 2020

Editorial 9-1-20
Ad Materials 10-1-20

TO RESERVE SPACE, CONTACT

Wendy Gilbert

wgilbert@insightonbusiness.com

Diane Verhagen

dverhagen@insightonbusiness.com

(920) 882-0491





CELEBRATE YOUR COMPANY'S SUCCESS
in the Insight Anniversary Celebrations special edition.
Tell the story of how your company began and your journey
along the way.

This special edition will be inserted into the centerspread of the February issue of Insight. Each article will feature your story, one to four photos, company logo and contact information. You may also select a month in which Insight will do an "editorial style" message to feature your anniversary in one of our monthly e-newsletters. This will link back to the Insight website with your anniversary feature.

Sequence of articles will run in chronological order, with the older anniversaries running first.

**Limited space available.
Reserve your article today!**

OPTIONS

2-PAGE SPREAD

You provide an article of approximately 1,000 words dependent on design and images. (Refer to full-page options below for estimate per page.)

PREMIUM POSITIONS

(Inside front cover/back cover)

See below for full-page options.

FULL-PAGE OPTIONS

1. You provide an article of up to 500 words, logo, one large photo, one small photo, brief captions and contact information.
2. You provide an article of up to 440 words, logo, 4 photos, brief captions and contact information.
3. Half-page article with half-page company ad.

HALF PAGE

You provide an article of up to 300 words, 1 photo, logo and contact information.



2-page spread example



Half-page examples

Full-page example

Space deadline Dec. 2, 2019.
Materials deadline Jan. 2, 2020.

Wendy Gilbert (920) 560-3785

Diane Verhagen (920) 560-3784

ADVERTISEMENT SIZE OPTIONS

Reach almost 12,000 affluent business owners in the New North region with our Holiday Gift Guide + Party Planner. This special section will be inserted into the November and December issues of Insight (print and digital).

80% savings off rate card



ADVERTISING OPTIONS	
Full Page	Please contact your <i>Insight</i> sales rep for pricing
Half Page	
1/4 Page	
Editorial Vignette	

Your two-month run will be invoiced in November, and you will have the option to change your ad for the December issue of Insight. Each ad will include a link to your homepage or landing page of choice.

Editorial Vignette Option

Size approximately 1/6 pg with photo, 50 word count description, address, phone and website

Please contact your *Insight* sales rep for pricing

Full page
7.125 x 8.75

Quarter page
3.5 x 4.25

Half page
7.125 x 4.25

Space deadline Oct. 1, 2020
Material deadline Oct. 9, 2020

Ad materials provided should be high-resolution (300 dpi or greater) PDF or jpg files. Web-quality images cannot be used.



forwardHR



ForwardHR is the official publication of the Wisconsin SHRM State Council, which represents key decision-makers in HR positions throughout the state. Mailed biannually to more than 5,600 HR professionals and influencers, forwardHR provides them the news, analysis and trends that keep them informed and on top of changes in their profession. Your ad in forwardHR effectively reaches **100%** of the SHRM members in the state.



Print Rates (net)

Cover & Premium Positions	1x Rate	2+ Rate
Double page spread		Please contact your <i>Insight</i> sales rep for pricing
Inside front cover		
Inside back cover		
Outside back cover		
Interior Positions		
Full page		
2/3 page		
1/2 page		
1/3 page		
1/4 page		

AD SIZES

Measurements in inches. All pertinent text must be at least .25" from ad trim size. Full-page ads with bleed include .125" on each side for bleed.

AD FILE REQUIREMENTS

PDF files only. All files must be final, color corrected, hi-res (300dpi) CMYK.

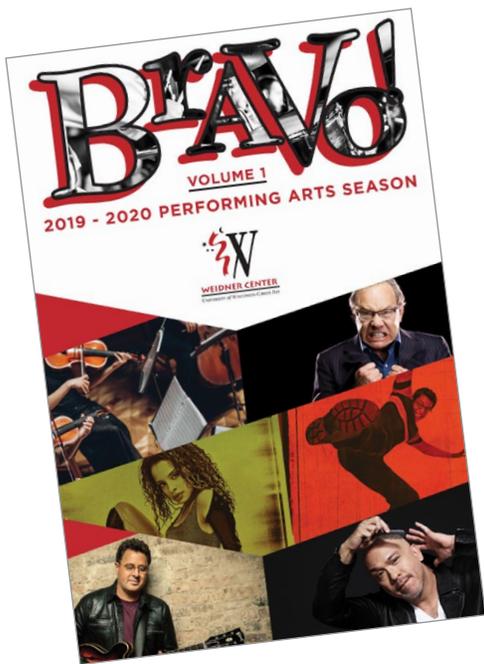
AD SUBMISSION

All ad files should be emailed directly to your account rep.

SPRING 2020 DEADLINES FALL 2020 DEADLINES

SPRING 2020 DEADLINES	FALL 2020 DEADLINES
Publication date April 2020	Publication date September 2020
First right of refusal Jan. 2, 2020	First right of refusal July 1, 2020
Space deadline Feb. 10, 2020	Space deadline June 22, 2020
Materials deadline March 2, 2020	Materials deadline Aug. 3, 2020

<p>Full Page (no bleed) 7.125 x 9.75</p> <p>Full Page with bleed 8.375 x 11 Trim: 8.125 x 10.75</p>	<p>1/3 Horizontal 4.695 x 4.75</p>	<p>1/2 Horizontal 7.125 x 4.75</p>	<p>1/2 Vertical 4.695 x 7.25</p>	<p>2/3 Vertical 4.695 x 9.75</p>	<p>1/4 Vertical 3.5 x 4.75</p>
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Insight Publications is proud to partner with the Weidner Center for the Performing Arts as publisher of Bravo! This four-color book is distributed to more than 25,000 people during performances from fall through spring.

The digital, page-turning version of each program is also produced and sent to the Weidner Center, which posts it on the theater's website and emails a link to its season ticket holders via email. Each digital book includes hotlinks, which take readers directly to advertisers' websites.

The vision of the Weidner Center is to create a place for members of the community to be entertained and enriched. With close to 400 season ticket holders and 2,100 seats in the theater, this facility attracts a diverse, multi-cultural audience that embraces and supports its community.

Reach this high-profile audience with your advertising message. All ads are full color and include basic ad design and layout. (Additional design and images are provided at an extra charge.) Four versions of the book are printed throughout the season. All advertisers have the option to change their ad in each book at no additional charge. Group ad pages are also available. Ask your sales rep for more info.

Help show your support for the arts in our community by promoting your brand in Bravo!

Print Rates (net)

Back Cover	Please contact your <i>Insight</i> sales rep for pricing
Inside Front or Back Cover	
Page 3	
Page next to TOC or IBC	
2 page, Centerspread	
Full Page	
1/2 page	
1/4 page	

AD SIZES

Measurements in inches. All pertinent text must be at least .25" from ad trim size. Full-page ads with bleed include .125" on each side for bleed.

AD FILE REQUIREMENTS

PDF files only. All files must be final, color corrected, hi-res (300dpi) CMYK.

AD SUBMISSION

All ad files should be emailed directly to your account rep.

Full Page (no bleed)
4.75 W x 7.75 H

Full Page with bleed
5.75 w x 8.75 H
Includes 1/8" bleed on all sides

Final Trim
5.50 w x 8.50 H

<p>1/2 Vertical 2.25 W x 7.75 H</p>	<p>1/4 Horizontal 4.75 w x 1.75 h</p>
<p>1/4 Vertical 2.25 W x 3.75 H</p>	<p>1/2 Horizontal 4.75 w x 3.75 h</p>

Contact your sales rep for **2019-20** mid-season rates.

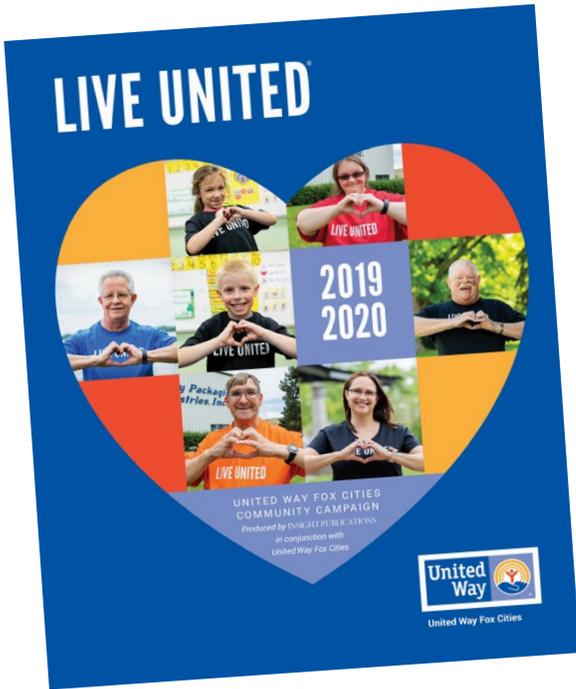
2020/21 PRINT DEADLINES

Publication dates Oct. 2020 - May 2021

Space deadline Aug. 3, 2020

Materials deadline Aug. 14, 2020





Insight partners with the United Way Fox Cities to produce its fund-raising campaign booklet. Distributed to companies throughout the region and mailed with the September issue of Insight to Fox Cities-area communities, the supplement highlights work of the United Way and its member agencies.

Additional copies of the booklet are used by campaign chairs at companies to convey to their employees how United Way agencies make an important impact on the lives of so many people in the Fox Cities. The publication makes the case for why it's important to invest in the community with poignant articles about specific people and programs that put donations to good use.

Insight has produced this publication since 2009 at no cost to the United Way Fox Cities. Your company's participation in the United Way Fox Cities campaign booklet is a testament to the community support that makes a positive difference.

Print Rates (net)

Full Page – Non-bleed

2/3 Page (vertical)

1/2 Page (horizontal)

1/3 Page (square)

Please contact
your *Insight* sales
rep for pricing

AD SIZES

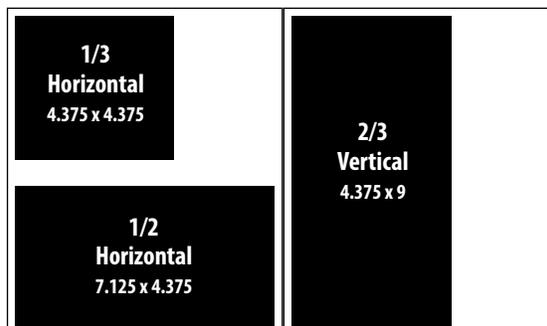
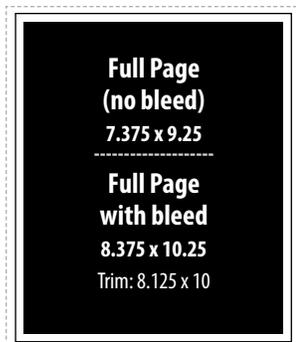
Measurements in inches. All pertinent text must be at least .25" from ad trim size. Full-page ads with bleed include .125" on each side for bleed.

AD FILE REQUIREMENTS

PDF files only. All files must be final, color corrected, hi-res (300dpi) CMYK.

AD SUBMISSION

All ad files should be emailed directly to your account rep.



PRINT DEADLINES

Publication date Sept. 2020

First right of refusal June 1, 2020

Space deadline June 29, 2020

Materials deadline July 13, 2020

New North, Inc. partnership

Insight is proud of its exclusive partnership with New North, Inc. to publish the annual New North Report to the Community each December as well as the New North Mid-Year Report each July.



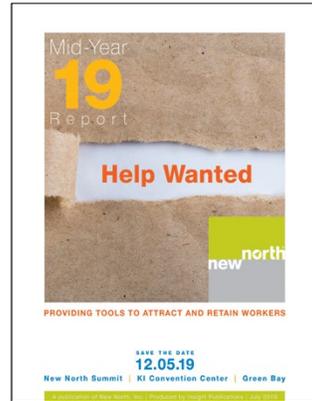
New North Mid-Year Report — This 16-page publication is printed in time for the annual New North Investors Appreciation event. It is also inserted in the center of the July issue of Insight, and mailed to our subscriber list throughout the region.

New North Report to the Community — The comprehensive year-end report (48 to 64 pages) is distributed to some 600 to 1,000 business and community leaders at the New North Summit in early December. It is also poly-bagged with the December issue of Insight and distributed to business owners and top professionals in all 18 counties of the New North region. Total distribution exceeds 13,000 copies.

Extra copies of both publications are provided to New North, Inc. to use in the organization's internal and external marketing campaigns.

Space is limited in both — reserve early!

Digital magazines — both publications are also available in digital format on the New North, Inc. and Insight websites. Links to the digital versions are sent electronically via e-newsletters distributed by New North, Inc. as well as Insight. Readers can click to turn the pages and view links to videos, email addresses and more. All advertisers receive a hotlink from their ad to the website page of their choice.



Print Rates (net)

Back cover	Please contact your <i>Insight</i> sales rep for pricing
Inside front cover	
Inside back cover	
Page 3	
Full Page	
2/3 Page	
1/2 Page (horizontal)	
1/3 Page (square)	

AD SIZES

Measurements in inches. All pertinent text must be at least .25" from ad trim size. Full-page ads with bleed include .125" on each side for bleed.

AD FILE REQUIREMENTS

PDF files only. All files must be final, color corrected, hi-res (300dpi) CMYK.

AD SUBMISSION

All ad files should be emailed directly to your account rep.

Full Page (no bleed)
7.375 x 9.25

Full Page with bleed
8.375 x 10.25
Trim: 8.125 x 10

1/3 Horizontal
4.375 x 4.375

1/2 Horizontal
7.125 x 4.375

2/3 Vertical
4.375 x 9

MID-YEAR DEADLINES

Publication date July 2020
First right of refusal March 31, 2020
Space deadline May 15, 2020
Materials deadline May 26, 2020

YEAR-END DEADLINES

Publication date Dec. 2020
First right of refusal Sept. 1, 2020
Space deadline Sept. 15, 2020
Materials deadline Nov. 2, 2020



YOUR MESSAGE, OUR AUDIENCE

Become the 'expert'

Guest Insights is Insight Publications' sponsored content program. Sponsored content — in print or digital — is the perfect opportunity to share your knowledge and expertise with our readers. When your message is engaging and informative, it drives leads to your sales funnel.



More than 88 percent of business-to-business marketers are now producing content.

Consider:

- Sharing your expertise **engages** your audience.
- Content marketing **builds trust**. It gives you clout to communicate with your current and prospective clients on a regular basis.
- You become the **trusted expert** when they're ready to buy.

— Source: 2015 Content Marketing Institute



What sets Insight apart?

Integrity is our **No. 1 value**. Our readers know they can trust our staff of experienced, professional business journalists. Our news coverage is always distinct from our advertising.

To uphold our integrity — and at the same time ensure your message receives the attention it deserves — we have developed standards for all paid messaging. We reserve the right to edit content. You will have the opportunity to proof your message before it goes live or to press.

» Standards for Sponsored Content in Insight

- The information must appeal to a broad audience of Northeast Wisconsin business readers.
- It must not promote a specific product, service or company. (Should you wish to promote your product, service or company in the form of an article, see your sales rep about pricing and criteria standards for a Special Advertising Section.)
- Facts and quotes must be attributed to the original sources.
- Your article must be clear and engaging, free of acronyms and insider terms.
- With local exceptions, Insight Publications generally follows AP Style.
- Your content will be placed within a template designed by our Insight staff that adheres to our design criteria, has the [Guest Insights](#) logo and is clearly labeled as sponsored content.



DIGITAL OPTION

Publish your message on our Guest Insights website page and in our e-newsletters. You decide whether it's Insight or Insight on Manufacturing.



You submit your own column or article (suggested word count: 500-550) along with a photo of the author, name, title, company, expertise and email address (not to exceed 50 words). *Guest Insights* will be distributed on Insight Publications' social media accounts (Twitter, Facebook, LinkedIn). Your *Guest Insights* will also be optimized for up to five keywords. Our staff will edit your article and provide stock art if necessary. (Stock art may include a fee.)

Guest Insights digital option

Additional e-newsletter messages may be purchased for [] per run. Deadline is seven days prior to posting or scheduled e-newsletter.

Weekly e-newsletters

Your message will be placed in one of our e-newsletters, which includes a headline, a "teaser" message, the *Guest Insights* logo and a link to your full article.

Insight will provide you with a link to share the article via your social media platforms and anywhere you wish.

Our Insight e-newsletter is sent to more than 3,000 email readers each week. Our Insight on Manufacturing newsletter is sent to more than 1,300 email readers, targeting manufacturers each month.

Learn more about this free service! www.ircb.com/EmployerResources • 920.730.5627



Could the sharing economy successfully disrupt health care?

Have you ever stayed in a property hosted by Airbnb? Or taken a car ride with Uber? Just 10 years ago we would never have conceived of staying ...



Digital version available
Take *Insight* wherever you go with the latest digital version that connects businesses and companies here in the New North.

Subscribe today!
Subscribe to *Insight on Business* now to receive the latest updates on businesses in Northeast Wisconsin.

Interested in promoting your business and brand? For advertising information, contact one of our sales representatives today.

Don't miss out! To make sure you get the next issue of our weekly newsletter, please add the email address newsletter@insightonbusiness.com to your address book.



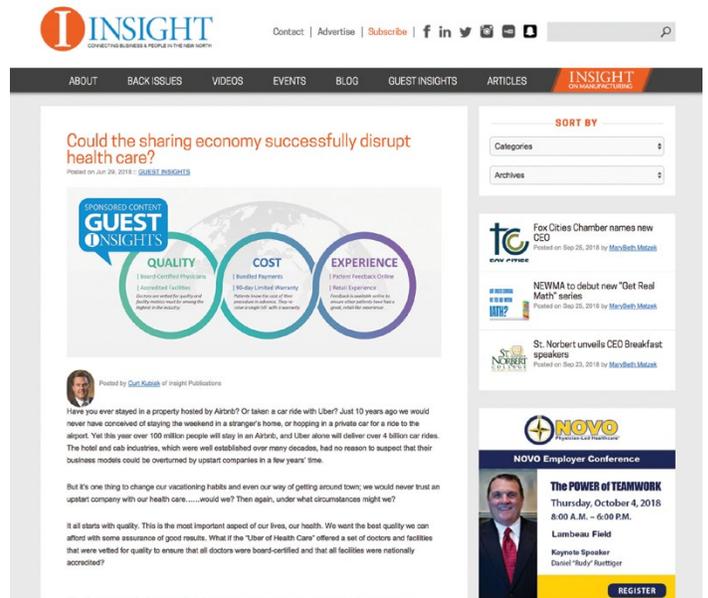
Example of our Guest Insights look in our e-newsletter.

Guest Insights web page

This page features content from our sponsors, with headlines and the first few words of each article, plus a photo and link to read more. The link takes you to a page devoted exclusively to your article.

The *Guest Insights* page is accessible from the navigation bar of our homepage and searchable by keyword.

You are encouraged to copy the link and share it on social media or any way you wish.



Example of our Guest Insights web page on our website.

Note: Should you desire assistance writing your article, Insight will provide you with a list of experienced freelance writers for hire.

PRINT OPTION

Reach our exclusive Insight readership

Publish your **Guest Insights** message in Insight magazine or Insight on Manufacturing magazine.

You submit your own column or article (suggested word count: 500-550) along with a photo of the author, name, title, company, expertise and email address (not to exceed 50 words). Our staff will edit your article and provide stock art if necessary. (Stock art may include a fee.)

Note: Should you desire assistance writing your article, we will provide you with a list of experienced freelance writers for hire. There will be a maximum of two **Guest Insights** per month, and each will have industry exclusivity.



Example of our Guest Insights page in our magazine.

FULL-PAGE GUEST INSIGHTS ARTICLE IN INSIGHT OR IOM

DEADLINE FOR PRINT SPONSORED CONTENT:

- Space reservations: Two months prior to publication date.
- Your content and other materials are due six weeks prior to publication date.
- Final approval of your page must be made no later than the first of the month prior to the issue month (or pushed to the next month).

Note: Insight reserves the right to delay publication of your content should your message require extra time to research, write and/or design your page(s) to your satisfaction. Sponsored Content in our print magazine is subject to space availability, and placement will appear in the second half of the magazine.

INCREASE YOUR REACH WITH THE GUEST INSIGHTS DIGITAL AND PRINT PACKAGE!

Please contact your *Insight* sales rep for pricing



InDevelopment insightonbusiness.com/indevelopment

Each March, Insight hosts its annual InDevelopment event, gathering the region's most influential people in commercial and economic development. A dynamic, intensive, three-hour event held every year since 2010, it draws some 300 attendees from throughout Northeast Wisconsin and beyond.

InDevelopment features a keynote speaker and presentations on some of the most important projects in the works. The event is capped with high-powered afternoon networking.

Construction companies, financial institutions, municipalities, developers and companies interested in getting in on the action will want to lock in their sponsorship early.

Contact Insight for sponsorship opportunities.



Technology & Human **Innovation** Networking **Conference**

THINC! insightonbusiness.com/thinc

Insight's annual Technology & Human Innovation Networking Conference (THINC!) shines the spotlight on what companies can do to boost their success and set themselves head and shoulders above the competition. Held each May since 2013, THINC! is an afternoon event hosted at the UW-Oshkosh Fox Valley Campus Communication Arts Center theater.

THINC! features a high-energy keynote on innovation, followed by the announcement of our Insight Innovation Awards in People, Product, Process and Planet, plus special awards for organizations that don't fit neatly into any one category. A range of sponsorship opportunities is available for companies looking to align themselves with the theme of innovation.



Insight presents Innovation Awards at THINC!

Each year at THINC!, Insight announces the winners of our prestigious Insight Innovation Awards. Winners serve as examples of best practices in innovation that significantly improve the bottom line, grow the business, heighten employee morale, make a difference and can be considered leaders in their industry.

Nominations are accepted from Jan. 1 to Feb. 15. For more information or to nominate a company, go to insightonbusiness.com/events/thinc-2.

FIRST BUSINESS PRESENTS **MANUFACTURING FIRST**[®] EXPO & CONFERENCE

Manufacturing First manufacturingfirst.com

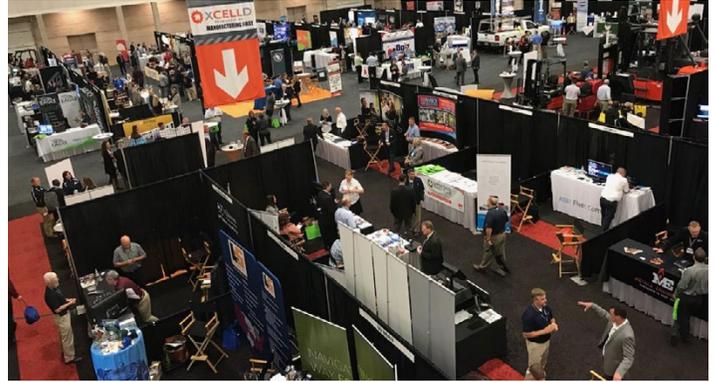
With Northeast Wisconsin an epicenter of manufacturing, Manufacturing First has rapidly become known as one of the state's premier industry events. Since it began in 2011, Manufacturing First routinely has welcomed more than 1,200 attendees and 500 students annually to the KI Convention Center in Green Bay. With the NEW Manufacturing Alliance and First Business Bank, Insight is a co-sponsor and coordinator of the event.

Manufacturing First features a full day of speakers, informative presentations focused on innovation and the latest industry trends, multiple networking opportunities and an expo hall with more than 200 exhibitors highlighting their products and services. The students attending the event have an opportunity to meet with manufacturers about possible career options.

The evening prior to Manufacturing First, the NEW Manufacturing Alliance holds its Excellence in Manufacturing/K-12 Partnerships Awards dinner honoring innovation at local companies and educators who are making a difference. Students pursuing careers in manufacturing also receive scholarships at the dinner.

Many levels of sponsorship are available for Manufacturing First, and booth space always sells out, so please contact your sales rep early to reserve your spot.

Show your support for Northeast Wisconsin manufacturing at Manufacturing First.



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SOCIAL MEDIA - EVENTS