

WAUKESHA COUNTY BUSINESS ALLIANCE

Advocate

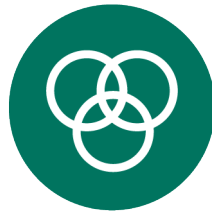
Develop

Network

Promote

PROMOTION OPPORTUNITIES

2017



BUILDING CONNECTIONS.
STRENGTHENING BUSINESS.
YOUR COUNTY CHAMBER



Digital Advertising

Advertise in the Alliance's e-newsletter, sent every other Tuesday. Your ad will be among the 'must read' information including updates on policy issues and business matters affecting your business, new Alliance members and member anniversaries, upcoming events and programs, Alliance resources and more!

	1 Issue	2 issues (1 month)	6 issues (3 months)
Ad	\$100	\$175	\$500

Ad sizes:

Horizontal - 352w x 100h px;

Vertical - 150w x 600h px

Preferred file type: jpg or png.

2017 Ad Dates:

January 3 & 17, February 7 & 21,
March 7 & 21, April 4 & 18, May 2 & 16,
June 6 & 20, July 5 & 18, August 1 &
15, September 5 & 19, October 3 & 17,
November 7 & 21, December 5 & 19

Payment must be submitted a week prior to the publication date. Confirmation of timing will be made with the Alliance.



Digital Advertising

Looking for a way to promote your company, services or products in an inexpensive manner? Have it sent out in AllianceMarketplace every other Tuesday to the Alliance's database of 4,500+ representatives - that's less than a penny per impression!

	1 Issue	2 issues (1 month)	6 issues (3 months)
Ad	\$50	\$75	\$200
Priority Placement* (Placement at top of email)	\$75	\$105	\$275

Ad sizes:

50 words and logo or
425w x 250h px

Preferred file type: jpg or png;
Word Document for copy.

2017 Ad Dates:

January 10 & 24, February 14 & 28,
March 14 & 28, April 11 & 25, May 9 & 23,
June 13 & 27, July 11 & 25, August 8 &
22, September 12 & 26, October 10 & 24,
November 14 & 28, December 12 & 27

Payment must be submitted a week prior to the publication date. Confirmation of timing will be made with the Alliance.



2018 Magazine and Business Resource Directory

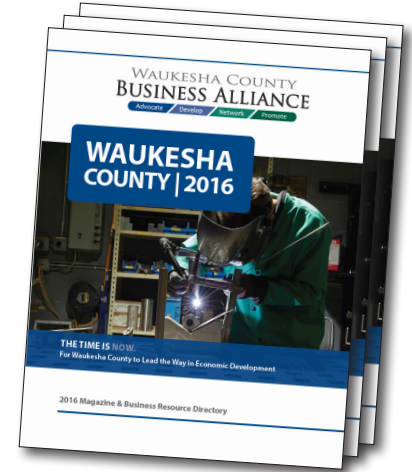
With 7,000 of copies going out around the county, the annual Magazine and Business Resource Directory is the first place members turn when looking for suppliers of goods and services. Simply stated, members buy from members. Member companies are highly visible through alphabetical and categorical listings in the directory. The Business Resource Directory is printed and distributed in January of each year.

ADVERTISING SPECIFICATIONS

The Waukesha County Business Alliance will lay out ads to customer specifications. Any copyrighted brand or company logos should be provided to the Alliance in digital form. The Alliance will supply a proof.

PRODUCTION REQUIREMENTS

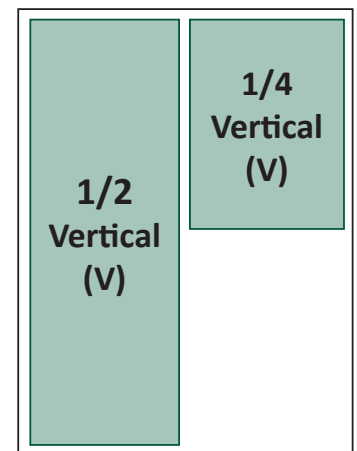
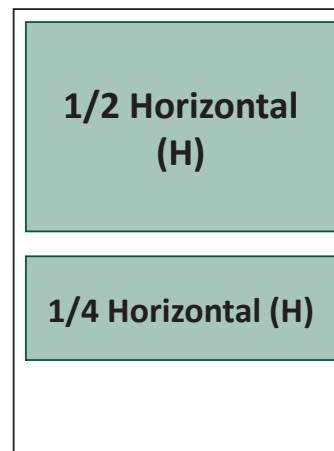
Submission of artwork must be in electronic file format such as .eps, .jpg or .png emailed to advertising@waukesha.org **no later than November 3, 2017**. If your artwork requires accommodations not listed above, please call the Alliance at 262.542.4249.



DIRECTORY ADVERTISING

Premium Ad Space	Pricing	Ad Sizing
Back Cover	\$3,320	7.75" w x 10.25" h
Inside Front Cover	\$2,995	or
Inside Back Cover	\$2,895	8.75" w x 11.25" h with full bleed
Premium Pgs 1-4	\$2,695	

Standard Ad Space	Pricing	Ad Sizing
Full Page Ad	\$2,395	See sizes above
1/2 Page Ad	\$1,545	V - 3.625" w x 10.25" h H - 7.75" w x 4.875" h
1/4 Page Ad	\$995	V - 3.625" w x 4.875" h H - 7.75" w x 2.25" h



DIRECTORY ENHANCED LISTINGS

As a member of the Waukesha County Business Alliance, you receive three complimentary regular listings in the directory. You have the opportunity to enhance any one of your listings in one of the following ways.

	Pricing	Your Logo	Company XYZ	Company XYZ	Company XYZ
Super Box	\$299	Your Logo	Company XYZ Address Phone Number Website 30-word text description about your company here.	Company XYZ Address Phone Number Website	Company XYZ Phone Number City
Box	\$199				
Bold	\$99				
		Super Box (Color/Bold)	Box (Color/Bold)	Bold Listing	Regular Listing

Member Mailing Lists

Utilize member mailing lists to communicate with Alliance membership via U.S. mail.

Primary Rep Listing	\$50
All Rep Listing	\$150

Member mailing lists include primary representative name or all representative names (depending on which list you purchase), company name, primary phone number and full mailing address. Lists come in Microsoft Excel spreadsheet format (.xlsx or .csv). Please note: the Alliance does not release email addresses. If you're interested in purchasing a list, contact us at 262.542.4249 or alliance@waukesha.org.

Post a Press Release

If you have news you'd like to share with the Alliance membership and Waukesha County as a whole, post your press release to the Alliance website!

Press Release Posting	FREE
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Email your press release to alliance@waukesha.org and we will post it for you.

Member Spotlight

Each week we feature a different member company in our Member Spotlight. Have your logo featured on our homepage and in our emails, and share your story at waukesha.org/pages/memberspotlight.

Member Spotlight	FREE
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If you're interested in being featured in the Member Spotlight, email us at alliance@waukesha.org with your logo, contact information, company description (300 words minimum), bullet points of some quick facts and some images. We will respond to coordinate the timing.

Member Portal

Every member has their own page in our business directory on our website. Make sure your page is up-to-date with the correct information, logos and images.

Member Portal	FREE
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If you have questions on how to access your member portal, contact us at 262.542.4249 or alliance@waukesha.org.

Promotions Agreement

Please check all that apply:

of Issues/Mo.

Pricing

Digital Advertising

AllianceNews

Horizontal

Vertical

AllianceMarketplace

Ad

Priority Placement

Print Advertising

Business Resource Directory

Please have Mervyn Byrd contact me about advertising, my information is below.

Other Advertising

Member Mailing Lists

Primary Rep Listing

All Rep Listing

Total \$ _____

Name: _____

Company: _____

Phone: _____ Email: _____

Method of Payment: (Circle one)

VISA MASTERCARD AMERICAN EXPRESS DISCOVER CHECK ENCLOSED INVOICE ME

Full Name on Card _____

Credit Card Number _____

Expiration Date _____ Security-Code _____

(4 digit code on front of AMEX, 3 digit code on back of all other)

Billing Address _____

Signature: _____