

WAUKESHA COUNTY BUSINESS ALLIANCE

Advocate

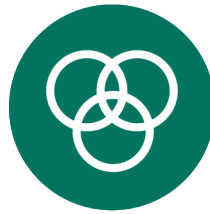
Develop

Network

Promote

PROMOTION OPPORTUNITIES

2020



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!

Number of recipients: more than 6,500 people

Average open rate in 2019: 28.69%

Average click rate in 2019: 13.74%

	1 Issue	2 issues (1 month)	6 issues (3 months)
Ad	\$50	\$75	\$200

Ad sizes:

Horizontal - 352w x 100h px;

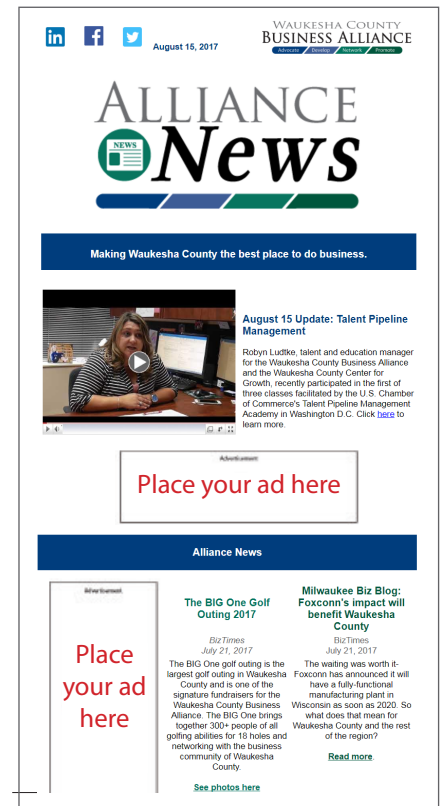
Vertical - 150w x 400h px

Preferred file type: jpg or png.

2020 Ad Dates:

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

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 nearly 7,000 representatives!

Number of recipients: nearly 6,500 people

Average open rate in 2019: 28.10%

Average click rate in 2019: 8.52%

	1 Issue	2 issues (1 month)	6 issues (3 months)
Ad	\$50	\$75	\$200
Priority Placement (Placement at top of email)	\$100	\$125	\$350

Ad sizes:

50 words and logo or
425w x 250h px

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

2020 Ad Dates:

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

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



Looking to reach a group of hard-working women who are driving business in Waukesha County? Advertise in the Alliance's Professional Women's Development Network email newsletter, sent out every other month. Your ad will be seen among articles of inspiring women in business, professional development opportunities and the best resources for women in business in our area.

Number of recipients: nearly 3,000 women

Average open rate in 2019: 29.70%

Average click rate in 2019: 15.18%

	1 Issue	2 issues
Ad	\$50	\$75

Ad sizes:

Horizontal - 352w x 100h px;

Vertical - 150w x 400h px

2020 Ad Dates:

January 8, March 11, May 13, July 8,

September 9, November 11

Preferred file type: jpg or png.

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

The Alliance's SmallBiz Alliance email newsletter is the best way to get your product or service in front of small business owners in Waukesha County and southeast Wisconsin. (A small business is classified as a business with 250 full time employees or less.)

Number of recipients: nearly 700 small business owners

Average open rate in 2019: 33.64%

Average click rate in 2019: 10.15%

	1 Issue	2 issues	6 issues
Ad	\$50	\$75	\$200

Ad sizes:

Horizontal - 352w x 100h px;

Vertical - 150w x 400h px

2020 Ad Dates:

January 6, February 27, March 19,

April 30, May 21, July 2, August 27,

September 24, October 29, November

19, December 17

Preferred file type: jpg or png.

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

Advertise in the Alliance's monthly Young Professionals of Waukesha County email newsletter to show that your company supports YPs.

Number of recipients: nearly 600 young professionals

Average open rate in 2019: 35.31%

Average click rate in 2019: 10.05%

	1 Issue	2 issues	6 issues
Ad	\$50	\$75	\$200

Ad sizes:

Horizontal - 352w x 100h px;

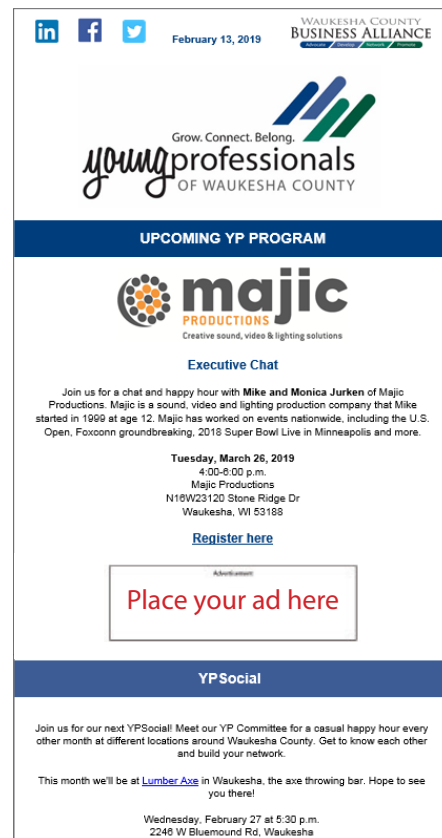
Vertical - 150w x 400h px

Preferred file type: jpg or png.

2020 Ad Dates:

January 15, February 12, March 12,
 April 15, May 20, June 10, July 15,
 August 12, September 16, October 14,
 November 18, December 9

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



The screenshot shows the top portion of an email newsletter. At the top, there are social media icons for LinkedIn, Facebook, and Twitter, followed by the date 'February 13, 2019' and the 'WAUKESHA COUNTY BUSINESS ALLIANCE' logo. Below this is the 'young professionals OF WAUKESHA COUNTY' logo. A blue banner reads 'UPCOMING YP PROGRAM'. The main content area features the 'majic PRODUCTIONS' logo with the tagline 'Creative sound, video & lighting solutions'. Below the logo is a section titled 'Executive Chat' with a paragraph of text about a chat and happy hour with Mike and Monica Jurken of Majic Productions. It includes the date 'Tuesday, March 26, 2019', the time '4:00-6:00 p.m.', the location 'Majic Productions, N16W23120 Stone Ridge Dr, Waukesha, WI 53188', and a 'Register here' link. A large red box with the text 'Place your ad here' is overlaid on the content. At the bottom, a blue banner reads 'YPSocial', followed by a paragraph about the next YPSocial event and the date 'Wednesday, February 27 at 5:30 p.m.' at '2248 W Bluemound Rd, Waukesha'.

Don't have the capacity to design your own ad?

The Alliance can do it for you for \$25 per ad designed.

The ad will consist of your logo, copy and a call to action on a white background.

The Alliance will go through one round of revisions with you.

If you purchase multiple ad slots but use the same ad each time, you will only be charged once.

Our nonprofit members can use this service at no charge.

Magazines and Business Resource Directory

With 5,000 copies going out around the county quarterly, our **magazines** are a great way for people to stay informed about issues that matter to Waukesha County businesses. Show your current and prospective customers that you are engaged in our community. In addition, our annual **business resource directory** goes out to 2,500 people and 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.

PRODUCTION REQUIREMENTS

The Alliance will lay out ads to customer specifications. Submission of artwork and any copyrighted brand or company logos must be in electronic file format such as .eps, .jpg or .png emailed to alliance@waukesha.org **no later than the date listed to the right**. The Alliance will supply a proof.

Schedule

	Advertising deadline
Magazine 1	December 6, 2019
Directory	January 15, 2020
Magazine 2	March 10, 2020
Magazine 3	June 11, 2020
Magazine 4	September 8, 2020

MAGAZINE ADVERTISING

Premium Ad Space

	1 Publication	5 Publications* bundled pricing	How much you SAVE with bundled pricing	Ad Sizing
Back Cover	\$3,320	\$5,995	\$10,605	7.75"w x 10.25"h
Inside Front Cover	\$2,995	\$5,495	\$9,480	or 8.75"w x 11.25"h
Inside Back Cover	\$2,895	\$5,295	\$9,180	with full bleed

*Back cover, inside front cover and inside back cover ads will also appear on the directory publication.

Standard Ad Space

	1 Publication	4 Publications bundled pricing	How much you SAVE with bundled pricing	Ad Sizing
Full Page Ad	\$2,395	\$3,795	\$5,785	See sizes above
1/2 Page Ad	\$1,545	\$2,495	\$3,685	V - 3.625"w x 10.25"h H - 7.75"w x 4.875"h
1/4 Page Ad	\$995	\$1,645	\$2,335	V - 3.625"w x 4.875"h H - 7.75"w x 2.25"h

1/2 Horizontal (H)

1/4 Horizontal (H)

1/2 Vertical (V)

1/4 Vertical (V)

DIRECTORY ADVERTISING

As a member of the Alliance, you receive one complimentary alphabetical listing and one complimentary categorical listing in the directory. You have the opportunity to enhance your categorical listing in one of the following ways:

	Pricing	Your Logo Company XYZ Address Phone Number Website 30-word text description about your company here.	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 Website
Super Box	\$299				
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. You can also post press releases to the Alliance website through your member portal.

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.

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, company description (3-4 sentences maximum) and website URL. We will respond to coordinate the timing.

Donate a Raffle or Silent Auction Item

Donating raffle or silent auction items is a great way to get your name out there and show that you support business growth in Waukesha County! Donate a silent auction item at Savor the Flavor, a food tasting event in March, or a raffle item at The BIG One Golf Outing in July.

Raffle Item Donation	Whatever you're willing to give!
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If you're interested in donating a raffle item, contact us at 262.542.4249 or alliance@waukesha.org.

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

- ☐ AllianceNews
- ☐ AllianceMarketplace
- ☐ AllianceMarketplace - Priority placement
- ☐ PWDN newsletter
- ☐ SmallBiz Alliance newsletter
- ☐ Young Professionals newsletter
- ☐ Ad design services

Print Advertising

Magazine and 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: _____