

WAUKESHA COUNTY BUSINESS ALLIANCE

Advocate

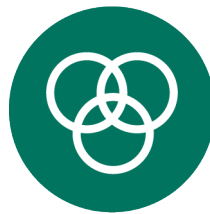
Develop

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;

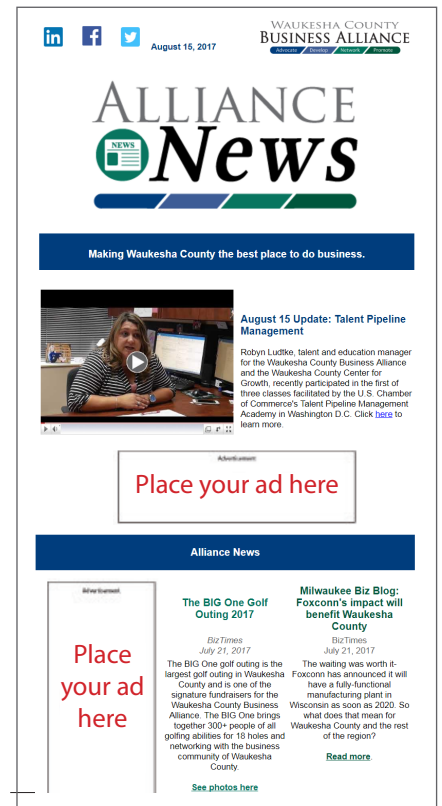
Vertical - 150w x 400h px

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	6 issues
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, February 11, March 10,
April 14, May 12, June 9, July 14,
August 11, September 8, October 13,
November 10, December 8

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





Digital Advertising

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

Preferred file type: jpg or png.

2020 Ad Dates:

January 16, March 19, May 21,

July 16, September 17, November 19

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



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 4.55"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 45-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

<input type="checkbox"/> AllianceNews	_____	_____
<input type="checkbox"/> AllianceMarketplace	_____	_____
<input type="checkbox"/> AllianceMarketplace - Priority placement	_____	_____
<input type="checkbox"/> SmallBiz Alliance newsletter	_____	_____
<input type="checkbox"/> Ad design services	_____	_____

Print Advertising

Magazine and Directory

☐ Please have Tom Casanova contact me about advertising, my information is below.

Other Advertising

Member Mailing Lists

<input type="checkbox"/> Primary Rep Listing	_____
<input type="checkbox"/> 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: _____