



MMAC MEDIA PLANNER

For more info, contact Jim Wall
at 414.287.4119 or jwall@mke7.com

Commerce advertisers must be a current MMAC member in good standing.



Metropolitan Milwaukee
Association of Commerce

Connect with the Milwaukee Region's leading business decision-makers

For more than 150 years, the Metropolitan Milwaukee Association of Commerce (MMAC) has been the leading business organization in metro Milwaukee. Now you can reach 2,000 companies with more than 300,000 employees across industry sectors in Milwaukee, Waukesha, Washington and Ozaukee counties. No other print publication and e-newsletters give you a higher level of executive readership.

POWERFUL PROFESSIONALS:

MMAC reaches C-suite individuals and top decision makers through out the Milwaukee region.

2,000 CEOs/Founders/Presidents/Elected Officials

4,300 Senior Management (VPs, Directors, Managers)

PRINT. *MILWAUKEE COMMERCE*

Our award-winning quarterly magazine provides in-depth coverage of the top issues facing the metro Milwaukee business community. This four-color, glossy publication features insights from top business leaders, local economic indicators and trends and member photos.

Circulation: Approximately 4,000 business executives and community leaders read *Milwaukee Commerce*. The issue is also

uploaded to mmac.org/latest-milwaukee-commerce-magazine.html, where it remains searchable for three years.

Past topics have included:

- Foxconn economic development deal
- MMAC's public policy agenda
- Transformative business trends
- Developing the talent pipeline
- Engaging in the global economy

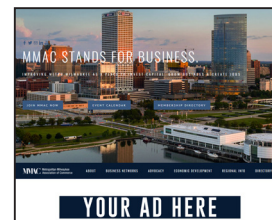


ONLINE. *MMAC INSIDER*

Sent twice monthly to more than 6,000 individuals, the *MMAC Insider* gives members a wrap-up of both chamber, business community, and public policy news, with links to photos, programs and member companies.

WEBSITE. *MMAC.ORG*

The newly designed MMAC's website had more nearly 65,000 unique visitors in 2017, viewing more than 200,000 pages. Your banner ad now has premium placement directly below the site's overall navigation. The interactive directory, event promotions and members' only portal encourage longer site visits, giving your ad greater visibility.



See next page for deadlines, sizes & other information



2019 RATE CARD

Prices effective December 2017

PRINT AND DIGITAL PACKAGES

Packages combine print, e-newsletter and website advertising for maximum year-long marketing impact.

PACKAGE 1:

Four full page, full color print ads plus additional 1/3 page column ads. Also includes website and your linked logo featured in our e-newsletter for full year. **Investment: \$8,000**

PACKAGE 2:

Four half-page full-color print ads, includes website and your linked logo featured in our e-newsletter for a full year. **Investment: \$4,500**

MILWAUKEE COMMERCE (PRINT) ADVERTISING

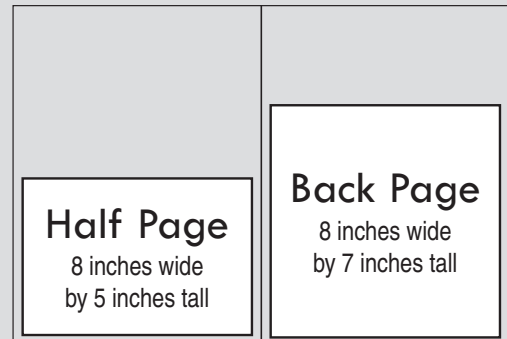
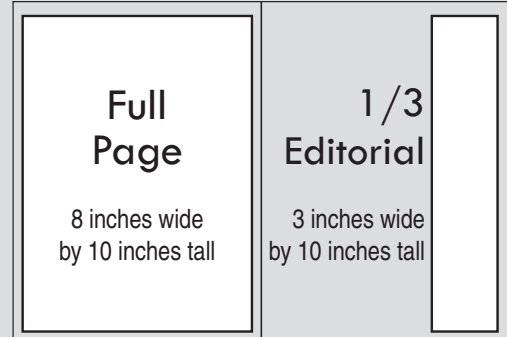
<i>Premium placement!</i>	1X	2X	3X	4X
Inside Front	\$1,700	\$1,600	\$1,500	\$1,400*
Inside Back	\$1,700	\$1,600	\$1,500	\$1,400*
Back Cover	\$1,700	\$1,600	\$1,500	\$1,400*
Full Page	\$1,500	\$1,400	\$1,300	\$1,200*
Half Page	\$800	\$700	\$600	\$500

**Includes 1/3 column ad on facing page.*

Can be used for a CEO profile, commentary or additional ad.

Deadlines for editions

	Spring	Summer	Fall	Winter
Space reservation by:	3/1/2019	5/7/2019	8/9/2019	11/1/2019
Material due date:	3/8/2019	5/14/2019	8/16/2019	11/8/2019
Approx. mail date:	April	June	September	December



Ads should be submitted **without** crop marks or bleeds, are available in full color (CMYK), in file types EPS – Illustrator (vector line-art), TIF or high resolution PDF. PMS colors cannot be accepted. **The MMAC is not responsible for files sent as low resolution PDF or JPG formats because they may appear blurry or pixilated upon printing.**

Artwork can be submitted to ANNA REAVES at areaves@mmac.org.

WEBSITE ADVERTISING

Ads will be posted within five business days after received.

	1 month	6 months	12 months
Banner	\$850	\$2,500	\$3,300

Banner

728 pixels wide by 90 pixels tall

INSIDER NEWSLETTER

Newletters are sent out twice per month.

Ads (including a link) and preferred logos should be submitted to areaves@mmac.org.

	1 issue	6 issues	12 issues
Company logo	<i>Only available as part of one of the Packages above</i>		
Banner Ad (see above)	\$550	\$1,700	\$2,800

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