MMAC Media Planner

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.

Powerfull 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
Past topics have included:
• MMAC’s public policy agenda
• Milwaukee on the big stage
• Economic development wins for the region
• Attracting & retaining talented employees

ONLINE
MMAC.org had 80,000+ unique visitors in 2019, viewing more than 224,000 pages. Your banner ad has premium placement directly below the site’s navigation. The interactive directory, event promotions and members’ only portal encourage longer site visits, giving your ad even greater visibility.
MMAC’s eNewsletters provide readers with news about the chamber and business community along with links to photos, programs and member companies.

For more advertising information, contact Jim Wall at 414.287.4119 or jwall@mmac.org
2020 RATE CARD

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

Package 1
- Four full page print ads with additional 1/3 page column ad in magazine
- Clickable banner ad on MMAC.org for one year
- Your logo featured on Milwaukee Commerce e-newsletter articles
- Investment: $8,000

Package 2
- Four half-page full-color print ads
- Clickable banner ad on MMAC.org for one year
- Your logo featured on Milwaukee Commerce e-newsletter articles
- Investment: $4,500

MILWAUKEE COMMERCE (PRINT) ADVERTISING
- Circulation: 4,000+ business executives & community leaders
- Published as digitally bound content through MMAC.org
- Archived online for 3+ years

<table>
<thead>
<tr>
<th>Placement</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front</td>
<td>$1,700</td>
<td>$1,600</td>
<td>$1,500</td>
<td>$1,400*</td>
</tr>
<tr>
<td>Inside Back</td>
<td>$1,700</td>
<td>$1,600</td>
<td>$1,500</td>
<td>$1,400*</td>
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<tr>
<td>Back Cover</td>
<td>$1,700</td>
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<td>$1,500</td>
<td>$1,400*</td>
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<tr>
<td>Full Page</td>
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<td>$1,400</td>
<td>$1,300</td>
<td>$1,200*</td>
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<tr>
<td>Half Page</td>
<td>$800</td>
<td>$700</td>
<td>$600</td>
<td>$500</td>
</tr>
</tbody>
</table>

*Includes 1/3 column ad on facing page for CEO profile, commentary or additional ad

Full Page 8 inches wide by 10 inches tall
1/3 Editorial 3 inches wide by 10 inches tall
Half Page 8 inches wide by 5 inches tall
Back Page 8 inches wide by 7 inches tall

Deadlines for print editions
Reservation of space due date Mail date
Spring 3/20/20 4/10/20 April
Summer 5/15/20 6/5/20 June
Fall 8/7/20 8/28/20 Sept.
Winter 10/16/20 11/6/20 Dec.

Artwork specifications
- Full color (CMYK)
- PMS colors cannot be accepted
- No bleeds
- Accepted file types EPS, TIF, or high resolution PDF

Not responsible for low resolution PDF or JPG formats that may appear blurry or pixilated upon printing
Artwork can be submitted to: ANNA REAVES areaves@mmac.org

WEBSITE ADVERTISING
- More than 25,000 unique users per month
- Featured on homepage, main navigation pages and online membership directory

<table>
<thead>
<tr>
<th>Placement</th>
<th>1 month</th>
<th>6 months</th>
<th>1 year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>$850</td>
<td>$2,500</td>
<td>3,300</td>
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Artwork specifications
- 728 pixels wide by 90 pixels tall
- Posted within three business days

eNEWSLETTER ADVERTISING
- Sent to 5,000+ unique users

<table>
<thead>
<tr>
<th>Placement</th>
<th>1 month</th>
<th>6 months</th>
<th>1 year</th>
</tr>
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<tbody>
<tr>
<td>Company logo Only available as part of the packages</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Banner</td>
<td>$550</td>
<td>$1,700</td>
<td>$2,800</td>
</tr>
</tbody>
</table>

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