



LOOKING TO INCREASE AWARENESS OF YOUR COMPANY'S BRAND? Advertise with the chamber.

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 companies with more than 300,000 employees across industry sectors in Milwaukee, Waukesha, Washington and Ozaukee counties.

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

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

- 3,000 CEOs/Founders/Presidents/Elected Officials
- 6,000 Senior Management (VPs, Directors, Managers)

No other print publication and e-newsletters give you a higher level of executive readership in Metro Milwaukee.

PRINT

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

Past topics have included:

- MMAC's public policy agenda
- Diversity, equity & inclusion
- Economic development wins for the region
- Attracting & retaining talented employees

ONLINE

MMAC's weekly emails reach nearly 10,000 unique users and provides readers with news about the chamber and business community along with links to photos, programs and member companies.

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.



Milwaukee Commerce Advertising Opportunities

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

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.

Full Page
8 inches wide
by 10 inches tall

Thought Leadership Article

PACKAGE 1
Investment: \$8,000
This gives your company a two-page spread in each quarterly magazine for one year.

Thought Leadership Article

Advertisers can submit thought leadership articles each quarter to highlight your position within an industry, demonstrate your expertise and credibility, and share insights and to provide real value. MMAC communications team can work with you to ensure that your thought leadership message is relevant to our audience. MMAC reserves the right to ensure that messages match our organizational values.

- Four full-page print ads paired with an additional four full-page thought leadership articles (max 400 words)
- Your thought leadership article also featured once per quarter in MMAC's weekly e-newsletter
- Clickable banner ad on MMAC.org for one year (exclusive to this package).

- Content will be formatted to match the Milwaukee Commerce design template
- Maximum of 400 words Package 1 or 200 words, Package 2
- Signature line includes headshot of author along with name, title, company and website

Half Page
8 inches wide
by 5 inches tall

Thought Leadership Article

PACKAGE 2
Investment: \$5,000

- Four half-page print ads paired with an additional four half-page thought leadership articles (max 200 words)
- Your thought leadership article also featured once per quarter in MMAC's weekly e-newsletter

	1x	2x	3x	4x
Package 1	-	-	-	\$2,000*
Package 2	-	-	-	\$1,250*
Back Cover	\$2,000	\$1,900	\$1,800	\$1,700*
Full page	\$1,500	\$1,400	\$1,300	\$1,200
Half page	\$800	\$700	\$600	\$500

*Includes thought leadership article on facing page for CEO profile, commentary or additional ad content.

Full Page
8 inches wide
by 10 inches tall

Half Page
8 inches wide
by 5 inches tall

Back Page
8 inches wide
by 7 inches tall

INTERESTED?
Jane Trenchard Backes
414.287.4114
jbackes@mmac.org

DEADLINES FOR EDITIONS

	Spring	Summer	Fall	Winter
Material due:	3/12/2021	5/14/2021	9/10/2021	11/12/2021
Approx. mail date:	April	June	October	December



Email Advertising Opportunities

MMAC email communications are an essential resource for the latest information and perspectives on business, talent, economic development and public policy that impacts the Milwaukee Region.



In Winter of 2020, MMAC is launching a new platform to deliver its weekly email to business and community leaders. This new platform allows users to select the date they receive our email communications and caters to their content preferences, increasing the likelihood that they engage with content.

Published every Tuesday, subscribers include more than 9,000 C-suite individuals and top decision makers

- 3,000 CEOs/Founders/Presidents/Elected Officials
- 6,000 Senior Management (VPs, Directors, Managers)

PRESENTING ADVERTISER

Investment: \$5,000 per month/minimum of 3 months

- Exclusive
- Artwork placement: Top of newsletter
- Size: 600 pixels wide by 312 pixels tall
- Links to any URL provided

SUPPORTING ADVERTISER

Investment: \$2,500 per month/minimum of 3 months

- Artwork placement: Middle of newsletter
- Size: 600 pixels wide by 312 pixels tall
- Links to any URL provided

FEATURED THOUGHT LEADERSHIP ARTICLE

Investment: \$2,500 per article (\$1,500 each for 3 or more)

Increase your visibility with a featured story and link included in our weekly email. Content can be written or a video insertion. Placement will vary based on issue.

- Limited to one story per week (on a first-come, first-served basis)
- Story will be housed on MMAC.org's archive for 2 weeks after publication



INTERESTED?

Jane Trenchard Backes
414.287.4114 or jbackes@mmac.org

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