

# 2026 MILWAUKEE COMMERCE ADVERTISING OPPORTUNITIES

Our printed magazine reaches nearly **4,500 business leaders** across the region through direct mail to local CEOs, CFOs, CHROs and senior sales and marketing decisionmakers. An additional 500 copies are given to attendees at MMAC meetings and events.

Commerce magazine publishes two annual print editions: a "State of [Topic]" issue that explores timely themes shaping our region, and an Impact Report that captures the measurable outcomes and collective impact of our work. Both serve as keepsake publications designed for long-term reference. Digital versions of the magazine are available on our website for one year.

## DEADLINES:

### SPRING

Space reservation: **4/3/26**  
Print material due: **4/17/26**

### FALL

Space reservation: **10/9/26**  
Print material due: **10/23/26**

## INTERESTED IN ADVERTISING?

### JANE BACKES

VP of Investor Development  
(414) 287-4114  
jbackes@mmac.org

Advertising Packages	Digital Advantage Package \$8,000	Essentials Package \$6,000	Full-Page Ads Only Package \$4,000
Full-page print ad in Commerce magazine (one in each issue Spring and Fall.)	2	2	2
Full-page thought leadership articles in Commerce magazine (one in each issue Spring and Fall.)	2	2	
Digital Magazine posted on MMAC.org for one year	✓	✓	✓
Digital thought leadership articles in off-Commerce quarters posted to mmac.org	2	2	1
Logo featured in Insights eNewsletters (Package level Commerce advertisers exclusively featured.)	✓	✓	✓
Rectangular ad rotating on MMAC.org/Newsroom	✓	✓	
Banner ad on MMAC.org homepage	✓		
Marquee logo (hyperlinked) on MMAC.org/Member-Resources page.	✓		
eNewsletter ad - 2X per year in Presenting Spot**	✓		

## STAND-ALONE ADVERTISING

### PRINT ADS

- **Full page:** 8in x 10in | 1x = \$2,000 | 2x = \$1,600 (\$3,200 total)
- **Half page:** 8in x 5in | 1x = 1,000 | 2x = \$800 (\$1,600 total)
- **Back cover:** 8in x 7in | Contact Jane Backes if interested in this premium location.

### DIGITAL ADS

- **Newsroom Page ad on MMAC.org:** 300x260px | \$1,800 for 6 months | \$2,800 for 12 months
- **Insights enewsletter ad:** 650x150px | Presenting: \$400 per newsletter | Supporting: \$250 per newsletter
  - 15% discount if purchasing more than 3 ads in the eNewsletters

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## IMPORTANT NOTES:

### General information:

- Measurements are given width by height.
- No crop or bleed marks on ads (print or digital).
- Submitted as high-res PDF (print) or PNG (digital).
- MMAC is not responsible for pixilated images due to low quality files.
- Spot or pantone colors will not be honored.

### Thought leadership articles:

- MMAC reserves the right to ensure that messages match our organizational values.
- **Printed Full page thought leadership articles** may be provided to MMAC in a print ready format or MMAC will format content to match the magazine's layout. Articles should not exceed a 400 word count.
- **Digital thought leadership articles** can be written by your team or by ours and will live on our newsroom site for a minimum of one year, clearly tagged as sponsored content. Timing is flexible and can be aligned with your goals, though we recommend one article in the summer and one in late fall or early winter to maximize visibility. Content may cover any relevant topic of your choosing, provided it is appropriate and non-political.

### eNewsletters:

- **eNewsletter Presenting spot:** First come, first serve basis, must contact MMAC for desired timeframe.
- Will be sent in two eNewsletter sends (two weeks/ one per week) (x2) = four sends but only two ads.)
- **\*\*Can select Supporting location if Presenting is already reserved.**

### Requests for metrics

- Annual ad placements may be requested quarterly, while shorter campaigns can request final metrics at the conclusion of the run.
- eNewsletter metrics can be provided quarterly for overall views or per issue for individual ad placements.
- All metrics will be delivered within 10 business days of the request.
- For specific metrics that are available for each item, please contact Anna Reaves, areaves@mmac.org.

## PRINT AD SIZES

Full Page 8x10in

Thought Leadership Article 400 word max

Full Page 8x10in

Milwaukee Commerce content

Half Page 8x5in

## DIGITAL SIZES AND EXAMPLES

**MMAC NEWS**

**FEATURED STORY**

Rectangular ad 300px X 260px

**GROW YOUR BUSINESS**  
ADVERTISING AND SPONSORSHIP OPPORTUNITIES

EVENT SPONSORSHIPS  
ADVERTISING PACKAGES

View the latest issue of Milwaukee Commerce  
View the previous issue of Milwaukee Commerce

Marquee Logo 200px by constrained height

**NEWEST MMAC MEMBERS.**

Banner ad 728px X 90px

**LINKEDIN** MMAC M7 MKE Startup News

**Insights**  
The Local Business News for the Milwaukee region

eNewsletter Presenting 300px X 260px

eNewsletter Supporting 300px X 260px

MMAC's Insights Newsletter sponsored by:

Metropolitan Milwaukee Association of Commerce (MMAC)  
301 W. Wisconsin Ave., Ste. 220 | Milwaukee, WI 53201  
Phone (414) 287-4114  
Contact with Us

LinkedIn Facebook Twitter Instagram

Local Business News for the Milwaukee region

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**JANE BACKES**

VP of Investor Development

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