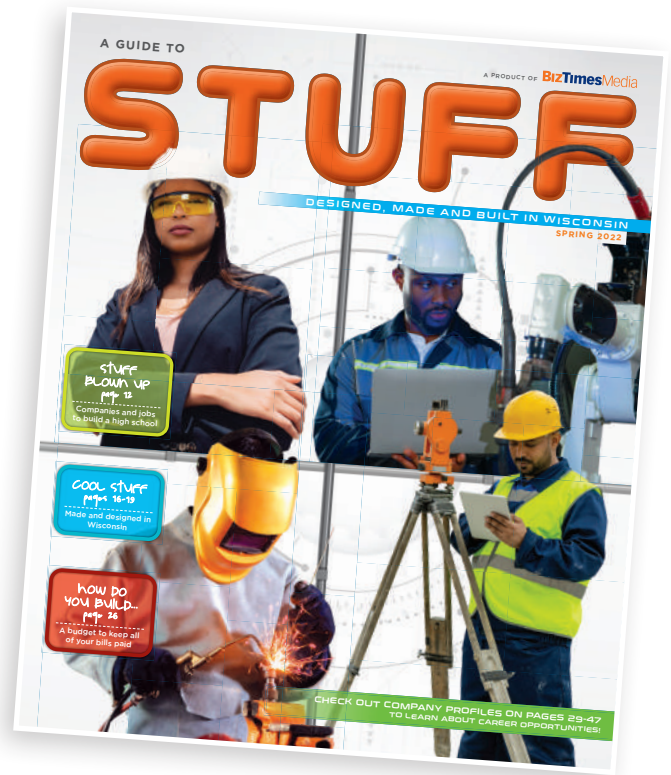


6th annual guide to

STUFF

designed, made and built in Wisconsin

CONNECTING PEOPLE AND JOBS



What is STUFF?

This annual publication, focused on workforce development and career opportunities in the manufacturing, building, technology and healthcare industries, highlights the companies in our region that are doing cool things, the technology they are using to do that, and the workers who are building careers and helping their organizations succeed.

Careers covered include:

- Manufacturing • Construction • Building Trades • Health Care • Technology

A Guide to STUFF Designed, Made & Built in south central Wisconsin helps close the workforce gap by connecting employees and employers in Wisconsin.

- **SOUTH CENTRAL • NORTH EAST • WESTERN WISCONSIN**

STUFF is distributed in print and online to technical colleges, high school and middle school students, educators, guidance counselors, Workforce Development Centers and parents throughout Wisconsin.

We're re-imagining the workforce of today and identifying solutions for tomorrow.

A cool interactive print and digital publication profiling area companies with technical and technology related career paths. It will feature what those companies design, develop, make and build, who they sell to, and how their product is used, as well as the kinds of jobs/careers available in each company.

Area students, guidance counselors and parents will use it as a resource for making career decisions, and area employers can use it as a vital part of their recruitment efforts.

Publication Date:
March 31, 2023

Reservation Deadline:
March 1, 2023

WISCONSIN

Middle-Skilling • Upskilling • Reskilling



Respiratory Therapist



Fiber Optics Technician



Plumber



Computer Programmer

The New Path to Success

In uncertain times, students need to understand all of their options. The features in this publication will highlight family-supporting careers available at a range of educational levels and how students and job-seekers can find a position to build their future.

The 6th annual publication will raise awareness and act as a recruiting tool for south central Wisconsin manufacturing, construction, technology, business, transportation, logistics, supply chain, and health care companies like nothing before – going directly to high school and college students as well as job-seekers and workforce centers throughout the region.

STUFF will be published in March 2023. It will feature content like:

- ▶ A look at how technology is embedded into all companies and all industries and just by being able to work in the industry where technology is deployed, greater upward career mobility occurs
- ▶ The vitality and future of manufacturing, construction, technology and health care in southeast Wisconsin
- ▶ Charts, graphs and data showing average earnings, the types of companies and with specific jobs
- ▶ Interviews with young workers who are climbing the ladder at their company

STUFF will be mailed to schools, job centers and chambers reaching thousands of students, parents and job-seekers throughout the region. This year's publication will also include expanded materials to help teachers facilitate career exploration for students, helping to ensure the materials presented in STUFF make it to those who stand to benefit from seeing it.

We're re-imagining the workforce of today and identifying solutions for tomorrow. Want to spotlight your company in the 2023 edition? Reserve your space today!

Contact Linda Crawford to learn more:
advertise@biztimes.com or (414) 336-7112

Company profile package:



IN-PRINT

[four-color 9" x 10-1/8" magazine]

► Two-page spread in the 2023 STUFF print magazines (example shown to left). Page on left is a company profile and the page on the right is a profile of one or more workers.

► 2 Page Spread in regional digital edition of your choice

► Rate includes creation of company profile page

► Rate includes PDF copy of your two-page profile and cover of STUFF for your own promotional efforts

ONLINE

► Digital edition of the 2023 STUFF on BizTimes.com for one year with a live link to your website

► Live profile on the Stuff.biztimes.com site.

Total Profile Investment - \$2,950

Additional Regional digital profiles: \$1,000 each

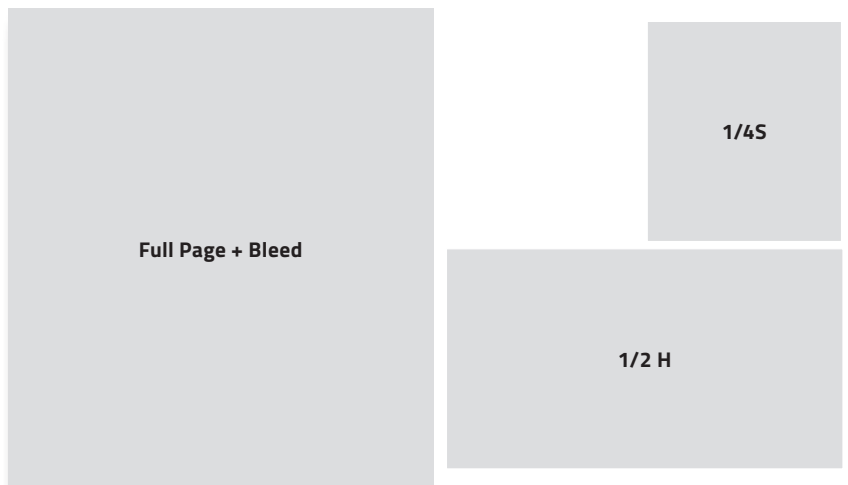
Prepay online at: biztimes.com/stuff



COMPLETE YOUR PROFILE AT

biztimes.com/stuff

Rates & Specs:



	Specs	Trim	Live/Safety
Full Page + Bleed	9.25 x 11.125	9 x 10.875	8 x 9.875
1/2 H	8 x 4.875	---	---
1/4 S	3.875 x 4.875	---	---

DISPLAY ADVERTISING

We're Hiring! Full page: \$2,950

Full page: \$3,995

1/2 page: \$2,795

1/4 page: \$1,250

PREMIUM POSITION

Back Cover + 20%

Inside front & inside back + 15%

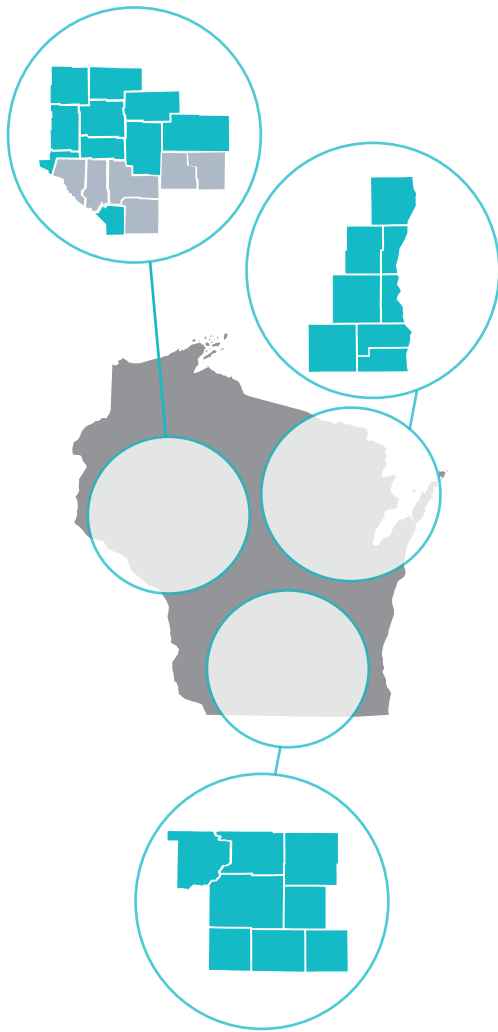
SPONSORED CONTENT

2 pages \$6,000

4 pages \$11,000

**SPACE
RESERVATION:
MAR 1, 2023**

**MATERIALS
DEADLINE:
MAR 6, 2023**



Distribution

Print Distribution

10,000+ copies mailed to:

- ▶ Area trade/vocational high schools
- ▶ Guidance counselor offices in area high schools
- ▶ Community colleges, as well as career counseling offices in area colleges
- ▶ Regional workforce organizations and employment offices
- ▶ Regional chambers of commerce
- ▶ Targeted to certain junior high schools
- ▶ Jails
- ▶ At key business events throughout the year
- ▶ Additional distribution to selected schools in Winnebago and Boone counties

Digital Distribution

3 REGIONAL DIGITAL EDITIONS

STUFF is offered to readers in regional digital editions, where company profiles will directly link to featured company profile web sites and to videos and other digital content.

South Central

- | | |
|--------------|------------|
| ▶ Dodge | ▶ Dane |
| ▶ Jefferson | ▶ Columbia |
| ▶ Rock | ▶ Walworth |
| ▶ Green Lake | ▶ Sauk |

North East

- | | |
|---------------|-------------|
| ▶ Brown | ▶ Kewaunee |
| ▶ Outagamie | ▶ Oconto |
| ▶ Winnebago | ▶ Marinette |
| ▶ Calumet | ▶ Shawano |
| ▶ Fond du lac | ▶ Waupaca |
| ▶ Manitowoc | |

West

- | | |
|------------|--------------|
| ▶ Barron | ▶ Eau Claire |
| ▶ Dunn | ▶ Taylor |
| ▶ Pepin | ▶ Clark |
| ▶ Rusk | ▶ Marathon |
| ▶ Chippewa | ▶ LaCrosse |

NEWSLETTER DISTRIBUTION

Throughout the year, BizTimes daily and weekly newsletters will include a link to the digital edition for STUFF, providing additional exposure to tens of thousands of readers.

NEW! STUFF newsletter featuring profile advertisers

WEBSITE

[180,000+ unique visitors per month]

The content for STUFF will be featured on Stuff.Biztimes.com, extending the brand which will assure that your profile is seen and read throughout the year.

PUBLICATION DATE: MARCH 31, 2023

SPACE RESERVATION: MARCH 1, 2023

MATERIALS DUE: MARCH 6, 2023

