

4th annual guide to

STUFF

made and built in southeastern Wisconsin



Connecting young people to technical careers

What is STUFF?

It's a publication from BizTimes Media that is changing the image of technical careers in Wisconsin... and raising awareness of the impact of manufacturing, construction, health care and technology on our state's economy. In this special regional issue you'll find plenty of inspiring stories about area companies on the go and the young workforce that is playing a critical role in their future.

Careers covered include:

- Manufacturing • Construction and the building trades • Health Care • Technology

A Guide to STUFF Made & Built in southeastern Wisconsin helps close the workforce gap by connecting employees and employers in SE 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 southeastern Wisconsin.

A Guide to STUFF Made and Built in Wisconsin:

A hip interactive print and digital publication profiling area companies with technical career paths. It will feature what those companies 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:
July 31, 2020

Reservation Deadline:
June 24, 2020

SE WI EDITION

Changing the image of technical careers in southeast Wisconsin.



The 4th annual publication will raise awareness and act as a recruiting tool for southeast Wisconsin manufacturers and building & construction related companies like nothing before – going directly to high school and college students as well as workforce centers throughout the region.

STUFF will be published and distributed in August 2020. It will feature content like:

- ▶ The vitality and future of manufacturing and construction 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 inserted into BizTimes Milwaukee, reaching thousands of company owners and parents throughout the region, further increasing awareness and promoting collaboration.

Be a part of this unique marketing opportunity that showcases southeast Wisconsin's manufacturing and building & construction firms, highlighting the cool stuff you make and build. Communicate the appeal of a career in manufacturing or construction to tomorrow's workforce.



Company profile package:

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

▶ Two-page spread in the 2020 STUFF 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.

▶ 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 2020 STUFF on BizTimes.com for one year with a live link to your website

Total Profile Investment - \$2,950

 **COMPLETE YOUR PROFILE AT**
biztimes.com/stuff

Rates & Specs:

Full Page + Bleed

1/4 S

1/2 H

DISPLAY ADVERTISING

Full page: \$5,495

1/2 page: \$2,745

1/4 page: \$1,695

PREMIUM POSITION

Back Cover + 20%

Inside front & inside back + 15%

SPONSORED CONTENT

2 pages \$8,000

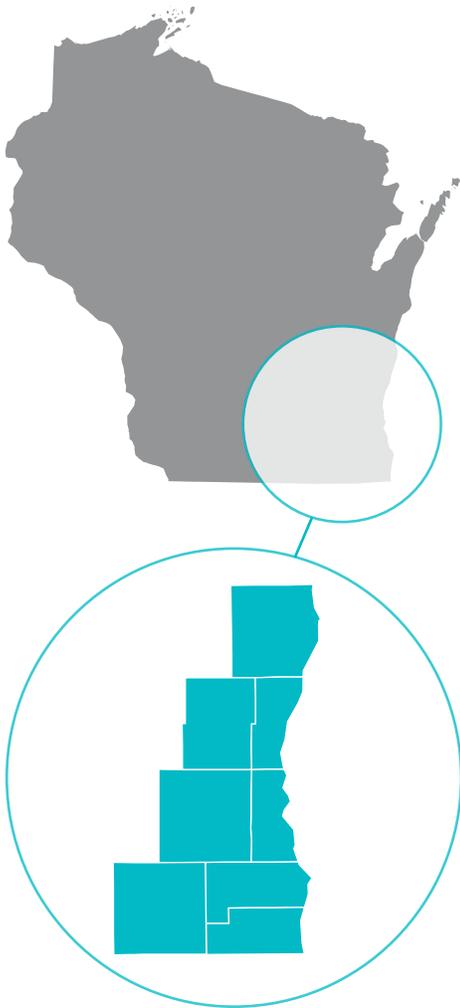
4 pages \$15,000

	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	---	---

Camera ready deadline: July 17, 2020

SPACE RESERVATION:
JUNE 24, 2020

MATERIALS DEADLINE:
JUNE 26, 2020



Counties Include:

- ▶ Milwaukee
- ▶ Racine
- ▶ Waukesha
- ▶ Kenosha
- ▶ Washington
- ▶ Walworth
- ▶ Ozaukee
- ▶ Sheboygan

Distribution

Print Distribution

[8,000 copies in August 10, 2020 issue of BizTimes Milwaukee]

15,000 additional copies mailed to over 100 locations:

- ▶ Area trade/vocational junior and high schools
- ▶ Guidance counselor offices in area junior and high schools
- ▶ Technical colleges, as well as career counseling offices in area colleges
- ▶ Regional middle schools
- ▶ Regional workforce organizations and employment offices
- ▶ Regional chambers of commerce
- ▶ Targeted to certain junior high schools
- ▶ Jails
- ▶ 2,000 copies distributed at key business events throughout the year

Digital Distribution

DIGITAL EDITION

STUFF is offered to readers in a digital edition, where company profiles will directly link to featured company profile web sites and to videos and other digital content - biztimes.com/stuff

ENEWSLETTER 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.

WEBSITE

[100,000 plus unique visitors per month]

The content for STUFF will be featured on our website Biztimes.com, extending the brand which will assure that your profile is getting seen and read for many months.

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