

Media Kit 2016

WMC

WISCONSIN

BUSINESS VOICE

Official magazine of Wisconsin's Chamber of Commerce

ADVERTISE IN WISCONSIN'S ONLY STATEWIDE BUSINESS-FOCUSED WISCONSIN PUBLICATION

Business Voice is a high-quality quarterly publication targeting Wisconsin's diverse business professionals. Produced by Wisconsin Manufacturers & Commerce, *Business Voice* is the business leader's resource for what's happening in Wisconsin.

A TRUSTED SOURCE OF INFORMATION – *BUSINESS VOICE* IS PUBLISHED BY WISCONSIN MANUFACTURERS & COMMERCE, WISCONSIN'S LARGEST AND MOST INFLUENTIAL BUSINESS ASSOCIATION.

This publication reaches 17,000+ business leaders across Wisconsin. WMC's membership includes nearly 4,000 Wisconsin companies in all industries, representing nearly 500,000 hard working employees across the state.

WMC COMPRISES:

- Wisconsin Manufacturers' Association
- State Chamber of Commerce
- Wisconsin Safety Council
- Wisconsin Chamber of Commerce Executives association
- Many educational programs such as Business World for high school students and Business Day in Madison
- Best practice initiatives such as the Wisconsin Manufacturer of the Year Awards and the Business Friend of the Environment Awards programs

CONTENT IS FOCUSED ON WISCONSIN'S B2B NEEDS

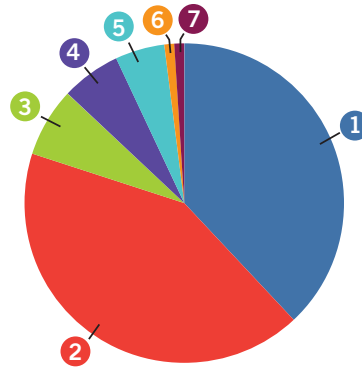
- What's happening at the State Capitol and how it affects Wisconsin businesses
- Editorials from some of Wisconsin's leading business advisors
- The latest strategies and up-to-date trends in businesses from around Wisconsin
- Issues of interest to businesses of all sizes and industries, from the small manufacturer to the large service company

www.wmc.org

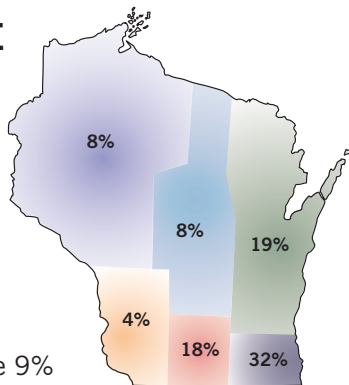
CIRCULATION & DISTRIBUTION

CIRCULATION 17,300

- 1 Manufacturing/Ag/Mining
- 2 Service Companies-banks, law firms, insurance companies
- 3 Medical
- 4 Chambers/education/association
- 5 Wholesale/Retail
- 6 Elected & Appointed officials
- 7 Transportation/Utilities



DISTRIBUTION STATEWIDE



*Out of State 9%

WISCONSIN'S ONLY STATEWIDE BUSINESS-FOCUSED PUBLICATION

EDITORIAL CALENDAR AND DEADLINES				
ISSUE	2016 EDITORIAL CALENDAR	SPACE REQUESTS	ADS DUE	ISSUE MAILES
First Quarter January 2016	Economic breakdown: CEOs offer advice on how to grow the Wisconsin and U.S. economy in 2016	December 1	December 10	Early January
Second Quarter April 2016	Entrepreneurial ventures: Emerging markets, innovative industries and the opportunities available for assistance	March 2	March 10	Early April
Third Quarter July 2016	Health care: What businesses need to know about full implementation of the Affordable Care Act – are there more changes on the horizon?	June 1	June 10	Early July
Fourth Quarter October 2016	Upcoming elections: What's at stake for Wisconsin Business	September 1	September 10	Early October

NOTE: Artwork submission deadlines are firm; no exceptions. Invoices are sent with a tear sheet after each issue is published. Billing is net 30 days.

TECHNICAL SPECIFICATIONS, RATES AND DEADLINES

RATES AND DIMENSIONS			
	ONE TIME	TWO OR THREE TIMES (EACH) CONSECUTIVE PLACEMENT	FOUR TIMES (EACH) CONSECUTIVE PLACEMENT
Third-page	Regular Price: \$1,500 Member Price: \$1,100	\$1,400 \$1,000	\$1,200 \$800
Half-page	Regular Price: \$1,700 Member Price: \$1,300	\$1,600 \$1,200	\$1,400 \$1,000
Full-page	Regular Price: \$2,200 Member Price: \$1,800	\$2,100 \$1,700	\$1,900 \$1,500
Inside Front Cover	Regular Price: \$2,500 Member Price: \$2,100	\$2,400 \$2,000	\$2,300 \$1,900
Inside Back Cover	Regular Price: \$2,300 Member Price: \$1,900	\$2,200 \$1,800	\$2,000 \$1,600
Back Cover	Regular Price: \$2,500 Member Price: \$2,100	\$2,400 \$2,000	\$2,300 \$1,900

FULL-PAGE AD
8.5" w x 11" h – with .125 bleed all sides*

8" w x 10.5" h
(no bleed)

*Back cover ad **must** include bleeds

<p>HALF-PAGE AD Horizontal 7.75 w x 5" h (no bleed)</p>	<p>HALF-PAGE AD Vertical 5" w x 7.75" h (no bleed)</p>
<p>THIRD-PAGE AD Horizontal 8" w x 3.5" h (no bleed)</p>	

← **THIRD-PAGE AD**/Vertical column
2.5" w x 10.5" h (no bleed)

PLEASE NOTE:
Measurements in inches. All pertinent text must be at least .25" from ad trim size. Full-page ads with bleed include .125" on each side for bleed.

Final Publication trimmed size: 8.5" x 11".

DIRECT ALL QUESTIONS REGARDING AD SPACE, CREATION, OR SUBMISSION TO:

Katy Petterson, Vice President of Marketing, kpettersen@wmc.org, (608) 661-6916

Wisconsin Manufacturers & Commerce

501 E. Washington Avenue

Madison, WI 53703

(608) 258-3400

WISCONSIN BUSINESS VOICE

ADVERTISING INSERTION ORDER

RETURN COMPLETED FORM TO:

WMC, Attn: Katy Pettersen
501 East Washington, Madison, WI 53703-2914
FAX (608) 258-3413
kpettersen@wmc.org
(606) 258-3400

Advertiser _____

Contact _____

PO Box _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

ISSUE (CHECK ALL THAT APPLY)

- | | |
|--|--|
| <input type="checkbox"/> FIRST QUARTER-YEAR: _____
Artwork Due December 10 | <input type="checkbox"/> THIRD QUARTER-YEAR: _____
Artwork Due June 10 |
| <input type="checkbox"/> SECOND QUARTER-YEAR: _____
Artwork Due March 10 | <input type="checkbox"/> FOURTH QUARTER-YEAR: _____
Artwork Due September 10 |

(Unless otherwise specified, all material becomes the property of WMC)

AD SIZE & RATES

FULL-PAGE

- 8.5" w x 11" h - with .125 bleed all sides
- 8" w x 10.5" h - no bleed
 - \$1,800 m/\$2,200 nm (1x)
 - \$1,700 m/\$2,100 nm (2 or 3x/ea)
 - \$1,500 m/\$1,900 nm (4x/ea)

HALF-PAGE

- Horizontal 7.75" w x 5" h - no bleed
- Vertical 5" w x 7.75" h - no bleed
 - \$1,300 m/\$1,700 nm (1x)
 - \$1,200 m/\$1,600 nm (2 or 3x/ea)
 - \$1,000 m/\$1,400 nm (4x/ea)

THIRD-PAGE

- Horizontal 8" w x 3.5" h - no bleed
- Vertical 2.5" w x 10.5" h - no bleed
 - \$1,100 m/\$1,500 nm (1x)
 - \$1,000 m/\$1,400 nm (2 or 3x/ea)
 - \$800 m/\$1,200 nm (4x/ea)

INSIDE FRONT COVER

- 8.5" w x 11" h - with .125 bleed all sides
- \$2,100 m/\$2,500 nm (1x)
- \$2,000 m/\$2,400 nm (2 or 3x/ea)
- \$1,900 m/\$2,300 nm (4x ea)

INSIDE BACK COVER

- 8.5" w x 11" h - with .125 bleed all sides
- 8" w x 10.5" h - no bleed
 - \$1,900 m/\$2,300 nm (1x)
 - \$1,800 m/\$2,200 nm (2 or 3x/ea)
 - \$1,600 m/\$2,000 nm (4x/ea)

BACK COVER

- 8.5" w x 11" h - with .125 bleed all sides
- \$2,100 m/\$2,500 nm (1x)
- \$2,000 m/\$2,400 nm (2 or 3x/ea)
- \$1,900 m/\$2,300 nm (4x ea)

Invoices will be sent with a tear sheet after each issue is published. Billing is net 30 days.

PLEASE SIGN

Signature (required) _____

Company Name of Advertiser _____

Name (please print) _____ Title _____

Date _____ Contact Katy Pettersen with any questions, (608) 258-3400.

CONDITIONS

The business or agency placing advertising covered by this order (hereinafter called "Advertiser") and the publisher accepting this order (hereinafter called WMC), hereby agree to be governed by the following conditions:

I. TERMS OF PAYMENT

Advertiser agrees to pay for all advertising published by WMC in accordance with the agreed upon rates as shown here.

Advertiser is solely liable for payment for advertising published in accordance with this insertion order.

If Advertiser defaults in the payment of bills or if, in the judgment of WMC, Advertiser's credit becomes impaired, WMC may require payment in advance.

II. ADVERTISING MATERIAL

The subject matter, form, size, wording, illustration, and typography of the advertising shall be subject to the approval of WMC, but unless otherwise authorized in advance, no change shall be made without the consent of Advertiser.

III. PROOF OF INSERTION

The magazine page(s) containing the advertising shall be supplied to Advertiser upon request.

IV. OMISSION OF ADVERTISING

Unintentional or inadvertent failure by WMC to publish the advertising covered by this order invalidates this order, but shall not constitute a breach of contract or affect any earned discounts.

Deletion by WMC after closing date of the advertising covered by this order is permitted with approval by the Advertiser.

Insertion order language taken in great part from documents provided by the American Association of Advertising Agencies, Inc. of which WMC is not a member.

Electronic File Formats:

PDF file: Save as Press Ready and embed all fonts and images.
Layout file: InDesign CC (PC format)

Special Instructions

If sending native InDesign files you must supply all EPS & TIF files along with screen and printer fonts used in ads.