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.
We’re re-imagining the workforce of today and identifying solutions for tomorrow. Want to spotlight your company in the 2021 edition? Reserve your space today!

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

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 5th annual publication will raise awareness and act as a recruiting tool for southeast 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 September 2021. 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 inserted into BizTimes Milwaukee, reaching thousands of company owners, 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.

Middle-Skilling • Upskilling • Reskilling
## Rates & Specs:

### Display Advertising

- **We're Hiring! Full Page:** $2,950
- **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 and 4 page sponsored content options are available

### Specifications

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<tr>
<th>Options</th>
<th>Specs</th>
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<tbody>
<tr>
<td>Full Page + Bleed</td>
<td>9.25 x 11.125</td>
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Camera ready deadline: August 6, 2021

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**IN-PRINT**

- Two-page spread in the 2021 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 2021 STUFF on BizTimes.com for one year with a live link to your website
- **Total Profile Investment - $2,950**
  - Prepay online at: biztimes.com/stuff

**COMPLETE YOUR PROFILE AT**

biztimes.com/stuff
Distribution

Print Distribution
7,000 copies in BizTimes Milwaukee and 10,000 additional copies delivered 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 and correctional facilities
- Non-profit organizations focused on career development
- 1,000 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 2021, BizTimes daily and weekly enewsletters will include links to the digital edition for Stuff, providing additional exposure to tens of thousands of BizTimes readers.

WEBSITE - BIZTIMES.COM
[180,000+ unique visitors per month]
The content for STUFF will be featured on Biztimes.com, extending the brand which will assure that your profile is seen and read throughout the year.

PUBLICATION DATE: September 13, 2021
SPACE RESERVATION: August 4, 2021
MATERIALS DUE: August 6, 2021

 Counties Include:
- Milwaukee
- Waukesha
- Washington
- Ozaukee
- Racine
- Kenosha
- Walworth
- Sheboygan

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