

2021 TOP WORKPLACES SPECIAL SECTION

TOP WORK PLACES 2021

journal sentinel

LOVE YOUR JOB? SHOW IT OFF!

The Milwaukee Journal Sentinel's annual Top Workplaces list showcases 150 outstanding businesses in Southeastern Wisconsin. Companies are measured on qualities such as company leadership, career opportunities, workplace flexibility, compensation, benefits and the impact company policies have on innovation and morale. Ask us how you can get involved as an advertiser or sponsor.

KEY DATES

- Section Publishes: **Sunday, May 9, 2021**
- Ad Reservation Deadline: **Thursday, April 8, 2021**
- Final Creative Due: **Thursday, April 15, 2021**
- Virtual Event: **Friday, May 7, 2021**

Choose Your Advertising Package

PRINT SPECIAL SECTION		DIGITAL IMPRESSIONS	PREMIUM DIGITAL	EXTENDED PRINT COVERAGE	MARKS	INVESTMENT
Sunday, May 9		Ads Audience and Geo-targeted on USA Today Network	High Impact Section Front Paramount ads	Full Color Display Ad Broadsheet Sizes	Ability to use TWP logo and branding in marketing	Total Net Investment
Tabloid Ad Sizes in Special Section of MJS	FREE COLOR	Ads start as early as May 9th through June 30th, 2021	Ads start as early as May 9th through June 30th, 2021	Repeat your special section ad size in any MJS before June 30th, 2021		
Full Page (Platinum)	Yes	300,000	50,000	Half Page Display Ad	Yes	\$7,600
Half Page (Gold)	Yes	225,000	40,000	Quarter Page Display Ad	Yes	\$5,600
Quarter Page (Silver)	Yes	175,000	30,000	Eighth Page Display Ad	Yes	\$4,050
Sixth Page (Bronze)	Yes	110,000	NA	Twelfth Page Display Ad	Yes	\$2,250

All Ad Packages include a FREE value added 1/24 page full color recruitment display ad and/or receive 50% off 8x frequency of any full color ad size of your choice in the Journal Sentinel employment section. All ads must run before June 30, 2021

Online ads can start as early as Sunday, May 9th, same day as special section, and can run up to June 30th, 2021. Digital display ads are audience and geo-targeted impressions that will run on the USA Today run of network blended platforms. Must include all ad sizes: 300x600, 300x250 and 320x50. All rates are net.

Contact your local expert, or Mark Missurelli
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