

■ **PRICING:**

• **Display Advertising (non-manufacturers):**

Full page: \$2,700
Half page: \$1,600
1/3 page: \$950

• **Premium Positions**

Back cover:..... \$5,000
Inside covers: \$4,500

• **Manufacturer Profiles**

(Over 50 employees) (Under 50 employees)

Full page : \$2,200 Full page: \$1,700
Two pages : \$3,520Two Pages: \$2,720
Four pages : \$5,720

Rates include design of company profile page and one proof for corrections.
Additional edits provided at \$50/hour.

■ **AD SPECS:**

- **Full page** no bleed, (7 3/8" wide x 9 5/8" tall)
..... with bleed, (8 7/8" wide x 11.25" tall)
- **Half Page** horizontal (7 3/8" wide x 4 5/8" tall)
..... vertical (3 5/8" wide x 9 5/8" tall)
- **1/3 Page** horizontal (4 7/8" wide x 4 5/8" tall)

Ad deadline:

Oct. 5, 2018

Issue date:

October 2018

All advertisers will receive a custom PDF of their profile, posting in the digital edition, and the ability to link to internships and job listings in the STUFF e-newsletter. In addition, we'll provide you up to 25 copies of STUFF for distribution and promotion throughout the year.

Reserve your spot in STUFF today!

- **If you're a manufacturer** who wants to raise your profile and be part of a new recruitment/workforce development effort in Western Massachusetts.
- **If you're a school or workforce development organization**, get the word out on your services to manufacturers and students/potential workers.
 - **If you're a business who works closely with manufacturers**
- let them know of your expertise and services.

A G U I D E T O



Manufacturing jobs have been hard to fill and qualified employees difficult to find -

While the manufacturing sector represents a robust 160,000 jobs in the state, the industry has a PR problem, especially with younger workers. The message of **GOOD JOBS AT GOOD WAGES** and a future career offering advancement in a growing company is just not getting through. And even with the state's unemployment rate at 4.4% the industry struggles with recruiting, and needs potential workers to take a fresh look at manufacturing.



Introducing a new publication aimed at the workforce of tomorrow - **A Guide to STUFF Made in Western Massachusetts**. STUFF will be a cool, interactive publication and website profiling area manufacturers, showcasing what they make, who uses it, and what kinds of jobs/careers there are in each company. This special publication will be an awareness and recruitment tool for Western Mass manufacturers like no other before it.

If you are **manufacturing in Western Massachusetts** and have workforce development as a top priority, make sure your company has a profile in STUFF!



■ IN PRINT:

STUFF will be published and distributed in October, Manufacturing month! STUFF will be distributed at schools and colleges throughout the fall. This four-color, all white stock publication will include one and two page profiles of area manufacturing firms in a clean, formatted design that is engaging and easy to read. Don't miss out on this unique marketing/advertising opportunity that showcases Western Massachusetts' manufacturing firms in the best possible light.

Targeting the student population: Area trade schools, technical high schools and community colleges play a critical role in providing a pipeline of young adults prepared to join today's manufacturing workforce. In addition to the manufacturing profiles, **STUFF** will offer formatted profile pages for schools who wish to highlight their manufacturing related programs and facilities, including the many ways they are providing critical resources for the region's manufacturers. The closer the working relationship is between high schools and colleges and our manufacturing community, the more alignment there will be in training and development programs that meet the needs of today's manufacturers.

Profiling young workers in manufacturing: This special publication will also include feature stories that highlight young workers in advanced manufacturing and how they are evolving their careers. In addition, we'll include stats on average wages in the industry and features that show the economic impact of manufacturing in Massachusetts' economy.



■ PRINT DISTRIBUTION:

Distribution will be targeted to two distinct groups; Students and manufacturers.

Students:

Copies will go to all trade and technical high schools, with additional distribution to all area high schools through career fairs, guidance counselors.

Community Colleges, as well as career counseling offices in all the state's colleges. Through regional workforce groups, employment offices and other targeted workforce development programs

Total student distribution: 11,000

Manufacturers & MA Business Leaders:

STUFF will be direct mailed to top manufacturers - CEO's and Sr. executives at the top firms across Western Mass.

Mailed to non-manufacturing employers in Western Mass. Through BusinessWest October 2018.

Through manufacturing industry partners and at key manufacturing events throughout the year.

Total B-to-B distribution: 9,000

■ DIGITAL PROMOTION:

DIGITAL EDITION:

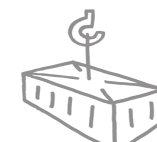
STUFF will be published as an interactive digital edition, where company profiles can feature a direct link to their web site. In addition, profile companies can include links to videos and other content contained on their page(s).

STUFF E-NEWSLETTER & SOCIAL CAMPAIGN

Today's younger workforce is clearly digitally inclined, so we're supporting the publication of the print edition with a **STUFF** web site, social campaign, and e-newsletter for students focused on career strategy and the varied job opportunities in today's advanced manufacturing organizations. These digital platforms can support video as well as include a listing of student internships and job openings. With these digital platforms we'll leverage **STUFF** content as well as new materials with the goal of building an ongoing following of students & potential new workforce candidates.

FORMAT

The full-color publication will be produced magazine style, and be printed on recycled, extra white, heavy stock, designed for extended shelf life.



Presented By:

BusinessWest
THE BUSINESS JOURNAL OF WESTERN MASSACHUSETTS

In Partnership With:

