



Looking to reach your next employee? LEVEL UP is an interactive publication and flipbook profiling area trades and manufacturers, showcasing what you make, who uses it, and what kinds of careers are available in your company. LEVEL UP is an awareness and recruitment tool for western Mass. manufacturers and trades helping you target your workforce of tomorrow.

### Trade & Manufacturing Profile Options:

#### Over 50 Employees

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

#### Under 50 Employees

Full page: \$1,700  
Two pages: \$2,720

*Company to provide profile information & photos.*

### Display Advertising Options:

#### Non-trade/manufacturers

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

#### Premium Position

Back Cover: \$5,000  
Inside Cover: \$4,500

### Ad Sizes:

Full Page ..... 7 3/8"W x 9 5/8"H  
Full Page Bleed ..... 8 7/8"W x 11.25"H  
Half Page Horizontal ..... 7 3/8"W x 4 5/8"H  
Half Page Vertical ..... 3 5/8"W x 9 5/8"H  
1/3 Page Horizontal ..... 4 7/8"W x 4 5/8"H

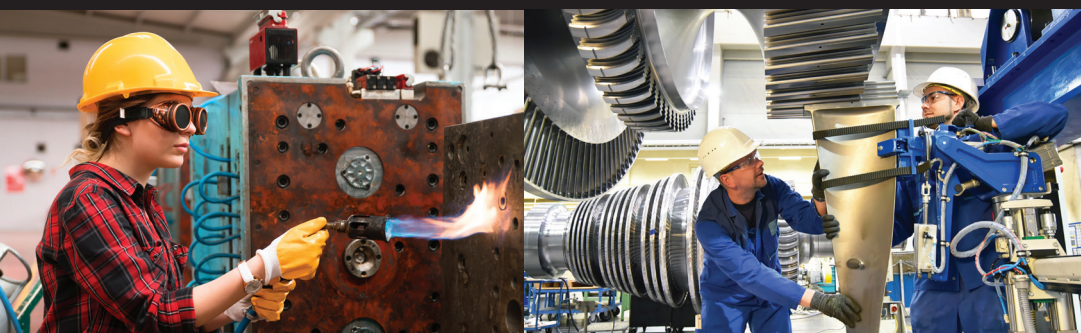
*Augmented Reality: \$300 for client to include video/link.*

### Sponsorship: \$5,000

- Logo on Front Cover of Level Up
- Half Page Editorial
- Full Page Ad
- Logo on Level Up Landing Page with Hyperlink on BusinessWest.com

### Distributed To:

- Trade & Technical High Schools
- Guidance Counselors
- Middle Schools
- Community Colleges
- State College Career Counseling Offices
- Top Manufacturers & Firms
- Regional Workforce Development Groups & Employment Offices
- Non-Manufacturing Employers
- BusinessWest Subscribers



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