1. Agenda

   Documents: CEDA_20151022_AG.PDF, CEDA_20151022_PK.PDF

2. Packet

   Documents: CEDA_20151022_PK.PDF

Fitchburg Community & Economic Development Authority
City Hall, 5520 Lacy Road, Fitchburg, Wisconsin 53711
Ph: 608.270.4200 | Fx: 608.270.4212 | fitchubrgwi.gov

AGENDA
FITCHBURG COMMUNITY & ECONOMIC DEVELOPMENT AUTHORITY
THURSDAY, OCTOBER 22, 2015
7:00 A.M.

NOTICE IS HEREBY GIVEN that there will be a meeting of the Fitchburg Community & Economic Development Authority at 7:00 A.M**.** on **THURSDAY, OCTOBER 22, 2015** at the Fitchburg City Hall, 5520 Lacy Road, Fitchburg, WI. in the Meeting Room to consider and act on the following:

(Note: Full coverage of this meeting is available through FACTv and Streaming Video, accessible on the city web site at http://www.fitchburgwi.gov/677/Government-Channel)

1. **Call to Order:**
2. **Roll Call:**
3. **Approval of Minutes: August 20, 2015**
4. **Public Appearances: Non-Agenda Items**
5. **Fitchburg Christian Fellowship Church Redevelopment Update: Chuck Chvala, Representing Louis Fortis, Developer**
6. **North Stoner Prairie Comprehensive Development Plan Update: James Spahr, Developer**
7. **Meet and Greet with New City Administrator Patrick Marsh**
8. **Hotel Room Tax Report and Request Considerations: Misty Dodge**
   a. Madison Region Economic Development Business Climate Publication Ad. Requested amount: $5,745 Budgeted amount: $5,770
   b. Fitchburg Chamber Visitor and Business Bureau 2016 Business and Community Guide Ad. Requested amount: $1,365 Budgeted amount: $1,365
   c. Xconomists WI Reception. Requested amount: $2,000 Budgeted amount: $3,500 (FTN Line Item)
9. **Economic Development Director and Committee Member Reports:**
   a. City in Motion Implementation
   b. Development Updates:
   c. Venture Debt Program:
   d. Existing Business Update:
   e. Allied Area Task Force:
   f. Fitchburg Business Appreciation Luncheon: Thursday, November 12th 11:30 am until 1:15 pm at the BTC
   g. Verona Road Business Coalition:
   h. CEDA Subcommittee Reports:
   i. North Fish Hatchery Road Revitalization Efforts:
   j. Anton Drive Neighborhood Plan:
   k. Other Such Matters:
10. **Announcements:**
    a. Next Meeting Scheduled: Thursday, December 3, 2015
11. **Adjournment:**

Note: It is possible that members of and possibly a quorum of members of other government bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Fitchburg City Hall, 5520 Lacy Road, Fitchburg WI 53711,(608) 270-4200

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Economic Development
5520 Lacy Road
Fitchburg, WI 53711-5318
Phone: (608) 270-4200
Fax: (608) 270-4212
www.fitchburgwi.gov

DRAFT Minutes
Fitchburg Community and Economic Development Authority
Thursday, August 20, 2015

(Note: Full coverage of this meeting is available through FACTv and Streaming Video, accessible on the city web site at http://www.fitchburgwi.gov/677/Government-Channel

1. **Call to Order:** The meeting was called to order at 7:04 am by Chairman Brown.
2. **Roll Call:** The following members were present at roll call: Julia Arata-Fratta, Stewart Brown, Dan Hardy, Dorothy Krause, Andy Potts and Arlene Silveira. Absent without excuse: Sabrina Madison. Also present Michael Zimmerman, Economic Development Director and Joyce Frey, Economic Development Specialist.
3. **Approval of Minutes: July 23, 2015** ***A motion was made by Potts and seconded by Silveira to approve the July 23, 2015 minutes. The motion carried unanimously.***
4. **Public Appearances: Non-Agenda Items: None**
5. **Consideration and Action on R-81-15 A Resolution: General Beverage for Parking within City Property** Mr. Zimmerman provided the background on the General Beverage Resolution. . General Beverage has been working with Economic Development and City staff since 2009 on a multi-phased expansion plan. General Beverage (GB) is currently on stage three of a seven phase expansion plan. In 2010, GB worked with the WisDOT to purchase the abandoned weigh station located south of their facility. At the time, WisDOT had agreed to sell GB the entire parcel which consisted of approximately five acres but ultimately only sold them less than an acre. The weigh station purchase would allow GB parking for their trucks to accommodate room for their warehouse expansion. At the time of the weigh station negotiations, WisDOT assured GB that it was done taking any additional land for right of way. Now as part of the Verona Road reconstruction project, WisDOT is taking additional land for an exit lane and some parking in the front of the building in addition to using GB's right of way for staging during construction. When GB originally moved to Fitchburg, it had over eight acres but are now down to less than five and a half acres due to both the City of Fitchburg and WisDOT eminent domain takings. GB is in need of additional parking and are asking for the ability to place parking on City property with a permit used by the City so they can accommodate their office expansion. The parcel of land in question is part of the Rails to Trails acquisition. The land has the Rails to Trails designation; however, due to the placement of the newly constructed bike bridge over McKee Road, the likelihood of this piece of land being converted to a bike trail is minimal. Another item to be noted is that the Rails to Trails designation ends at the end of GB's lot line so the path would end there without additional land purchases. Ms. Krause asked why GB doesn't purchase the remainder of the weigh station for parking. Mr. Joel Minkoff, President of GB, 6169 McKee Road, Fitchburg WI registered in support of R-81-15 and to speak and answer questions regarding the request answered Ms. Krause's question. He stated that WisDOT retained the weigh station for salt storage and has since decided to use the area for staging for the Verona Road project and that parcel is not for sale. Mr. Minkoff does not believe that his employees should be required to walk over one

half mile to get to the office. Ms. Krause asked why a map of the proposed area in question was not included in the packet. Ms. Frey stated that when the referral was sent to be included in the packet, no other information was provided such as a map. She also stated that she went to another committee's packet to get staff background to include in the CEDA packet. Mr. Potts provided CEDA members with an aerial view of the parcel via Google maps.

A motion was made by Hardy and seconded by Arata-Fratta to recommend approval of R-81-15. Ms. Krause asked that a roll call vote be taken. Roll call: Arata-Fratta: yes, Brown: yes, Hardy, yes, Krause: no, Potts: yes and Silveira: yes. The motion carried 5-1.

6. **2016 Proposed 2016 Economic Development and CEDA Budget: Michael Zimmerman** Mr. Zimmerman went through the Economic Development and CEDA budgets line by line. He noted that with the new hotel room tax legislation, next year's budget will change dramatically. The new legislation will change how the funds will be split. Currently, CEDA retains approximately fifty percent of the funds to be allocated for marketing and tourism after splitting the funds with the Fitchburg Chamber Visitor and Business Bureau (Fitchburg Chamber VBB), Greater Madison Convention and Visitor Bureau and the Madison Area Sports Commission. Of these funds, ten percent stays with the City for administration and approximately twenty five percent goes to fund the Economic Development Staff's salaries. When the new legislation is enacted in 2017, CEDA will retain thirty percent of the funds with ten percent for administration and twenty percent towards Economic Development Staff's salaries, which is not sufficient to cover the cost. Since Mr. Zimmerman and Ms. Kinderman of the Fitchburg Chamber VBB have been aware that this legislation has been proposed the last couple of years, they have positioned the Chamber VBB to take over the role of the destination marketing organization and have already constituted a "tourism committee" as required by the legislation. Ms. Silveira asked who initiated the legislation. Mr. Zimmerman stated that it was coming from the hotel industry. Mr. Potts shared that the change was to ensure that the hotel room tax dollars were being used according to the law and that some communities were misusing the funds. There were some communities such as Madison and Milwaukee which were grandfathered in but now will be subjected to using the 70 percent allocation requirement. Mr. Zimmerman stated that there will be a work group to develop a business model for collaborating with the Chamber VBB and the City on instituting the new legislation and still enabling both the City and Chamber VBB to do the same types of activities, sponsorships and memberships as we currently have. This group would also work with City Administration and City Attorney on rewriting the City's hotel room tax ordinance and the agreement would need a clear set of expectations as we currently collaborate on several projects. Mr. Hardy volunteered to be on this work group. **Mr. Potts left the meeting at 8:03 am.** CEDA members asked about the business luncheon and if the luncheon broke even, if we asked for sponsors and why the Chamber VBB does not host the luncheon. Staff responded that the luncheon is subsidized by the City and that it is difficult to ask for sponsors from our businesses when the intent of the luncheon is to show our appreciation for them. The City sponsors and organizes the luncheon because not all Fitchburg businesses are Chamber members and our list also includes organizations that we do business with or they have done business with us such as developers, real estate professionals, bankers etc. Mr. Zimmerman shared his formula as to how he estimates the hotel room tax revenues. Ms. Krause asked about promotional funds for the Fitchburg Star. Mr. Zimmerman stated that the Economic Development budget does not have an "advertising" line item and that most advertising is paid via hotel room tax dollars. Ms. Arata-Fratta asked about the acquisition of the Town of Madison and how the City is preparing for this to take place. Mr. Zimmerman shared that this is something that should be asked of the Council and Administration but believes that work is taking place on gathering information. She asked about what will be coming to Fitchburg? It was noted that the City boundaries will contain the Novation Campus and Southdale Neighborhoods, the block north at the corner of Greenway Cross and Fish Hatchery (Zimbrick Dealerships) and the Town of Madison Town Hall. A CEDA member asked Ms. Dodge when the budget will be finished. She said the budget will be on the September 25th Council agenda and final approval will take place in November.
7. **Hotel Room Tax Report and Request Considerations: Misty Dodge** Ms. Dodge was present and reviewed the new hotel room tax report that was prepared by the finance department. The report now includes information on all accounts that balance with City ledgers. Ms. Dodge reported that the hotels now have the ability to complete the hotel room tax reporting online and thanked the IT Department, Finance and Economic Development staff for working on this initiative. Ms. Arata-Fratta

asked what Madison Development Corporation is and how the loans are made. Since Mr. Hardy serves as the CEDA liaison to MDC he answered her questions stating that the fund is made up of several area banks and municipalities that provide loans to early stage bioscience and tech companies who have been through one or two rounds of fundraising. The companies are evaluated by experts in their industry. These loans are made to bioscience and technology based companies. They must show that they have a future income stream cover the repayment of the loan. CEDA members complimented Ms. Dodge on the new report format and for taking the time to come in and go through each line with them. CEDA felt the report was very organized and easy to read and understand.

a. Fitchburg Map Ad: Requested amount: $1,000 This is not a budgeted item. ***A motion was made by Hardy and seconded by Silveira to purchase the back cover of the Fitchburg Street Map produced by the Fitchburg Chamber Visitor and Business Bureau. The motion carried unanimously 5-0.***

8. Economic Development Director and Committee Member Reports:

a. City in Motion Implementation: Mr. Zimmerman received a proposal from Vandewalle to update the City in Motion document since several of the action items have been complete. The proposal is for $10,000 with the funds possibility coming from a TID. He would like to have the update include more diversity and entrepreneurial initiatives. He would also like to bring the FNET group together to provide them with an update and input on the initiatives. Staff is finalizing the civic campus signage design, a vendor has been selected and waiting on funding approval from the City, Senior Center and Library. Once those approvals have been complete, we hope to have the vendor start in September on the project. The next proposed civic campus signage project will be two monument signs, one located on Lacy Road and one on Research Park Drive. Ms. Krause asked about civic campus directional signage. Mr. Zimmerman shared that directional signage will be in the next phase based on funding sources. In addition to City design and approval of all civic campus signage, Fitchburg Center must sign off as well.

b. Development Updates: A site plan has been presented to the City for the Fitchburg Christian Fellowship Church development. With a site plan presented, staff can start to work on the design of the Pike/Eggiman Road intersection and extension. The developer hopes to break ground yet this year. There has been some interest in the Orchard Pointe lots.

c. Venture Debt Program: No report.

d. Existing Business Update: Thermo Fisher representatives met with staff regarding the Verona Road reconstruction project and access issues due to the impact of the Williamsburg Way interchange. All-Juice has expressed an interest in constructing a new plant at their present location. Staff is looking into whether or not they can still have access to their high-capacity well. Certco, Saris and General Beverage are looking into expansions. Mad Power Training in the former Dry Bean is doing extensive renovations to their building. Benjamin Investments TID request will be a discussion item at the Council meeting on Tuesday evening. Benjamin Investments have submitted their three story conceptual building designs to the City.

e. Allied Area Task Force: No meeting scheduled as the City of Madison is determining if the committee is still needed or if they can achieve their needs via the Neighborhood Response Team.

f. North Stoner Prairie and Northeast Neighborhood Plans: Sub-Zero received their rezoning and CSM approval at the Plan Commission Tuesday evening. The project scope has expanded to 400,000 square feet with 300 jobs over a three year period. A business neighborhood meeting was held at the Bakke Center to provide an update to the neighbors. Staff is working on a neighborhood email list for construction notifications. Northeast Neighborhood is currently in litigation.

g. Verona Road Business Coalition: There is a meeting today with Nancy Mistele with the Office of Business Development with the Department of Administration and Craig Thompson, TDA to discuss the Verona Road funding and the economic impact study that was completed for the TDA.

h. CEDA Subcommittee Reports: Mr. Zimmerman will discuss a revolving loan fund inquiry with Mr. Hardy and Ms. Arata-Fratta to see if it falls within the guidelines.

i. North Fish Hatchery Road Revitalization Efforts: TIF 7 is ready to close, we are working with Mike Harrigan, with Ehlers, about capitalizing a housing redevelopment fund.

j. Anton Drive Neighborhood Plan: An amendment through the CIP process was passed to include funding from our private sector partners, Wingra Stone. In addition to a contribution from Wingra Stone, staff is applying for a BUILD grant. The applications are due on September 4th. With these two unsecured funding sources, the starting date for the neighborhood study is on hold.

k. Other Such Matters: None.

9. Announcements: None.

10. Adjournment: ***A motion was made by Hardy and seconded by Silveira to adjourn at 8:57 am. The motion carried unanimously.***

a. Next Meeting Scheduled: Thursday, September 24, 2015

BUSINESSCLIMATE

MADISON REGION
ECONOMIC DEVELOPMENT

MADISON REGION
ECONOMIC DEVELOPMENT

Dear Business Leader,

The Madison region is becoming known worldwide as an innovative leader in industry, higher education and quality of life. As always, Madison Region Economic Partnership (MadREP) is committed to telling our story in ways that continue to grow current business relationships while also attracting
new businesses. With your help, we intend to further promote the eight-county Madison region to those who play an integral role in our economic development. We want to showcase our region's business and growth opportunities, as well as tout our unique quality-of-life amenities.

That's why we have partnered for the third time with Journal Communications, an award-winning custom publisher that specializes in economic development and reaches a critical niche audience around the globe, to implement a marketing initiative that shines a spotlight on our region. The centerpiece of this marketing strategy is *Madison Region Economic Development*, a high-quality print publication distributed to talent prospects, site selectors, and key economic development and government partners. The print magazine is accompanied by a companion website and digital version of the magazine viewable online and on mobile devices. This provides magazine advertisers with year-round exposure on multiple media platforms.

- **Magazine**: Promote your region's strengths through the print magazine, which features stunning photography and engaging editorial content.
- **Website**: Browsers searching our area can find expanded content of the magazine, including photos and more, on businessclimate.com/madison-region.
- **Digital Magazine**: View our magazine online anytime, expanding the target reach for potential newcomers and businesses.
- **Tablet/Mobile**: Reach a growing segment of your target audience with content optimized for Apple and Android devices.

I encourage you to take this opportunity to expand your reach and reinforce your brand to more potential customers through this annual promotional program.

A representative will be in the area for the next few weeks to talk about advertising options in the next magazine. To request a meeting and learn more about advertising opportunities, please email sales@jnlcom.com or call (800) 333-8842 Ext. 292.

Thank you for your continued support in this joint effort to promote the Madison region.

Sincerely,

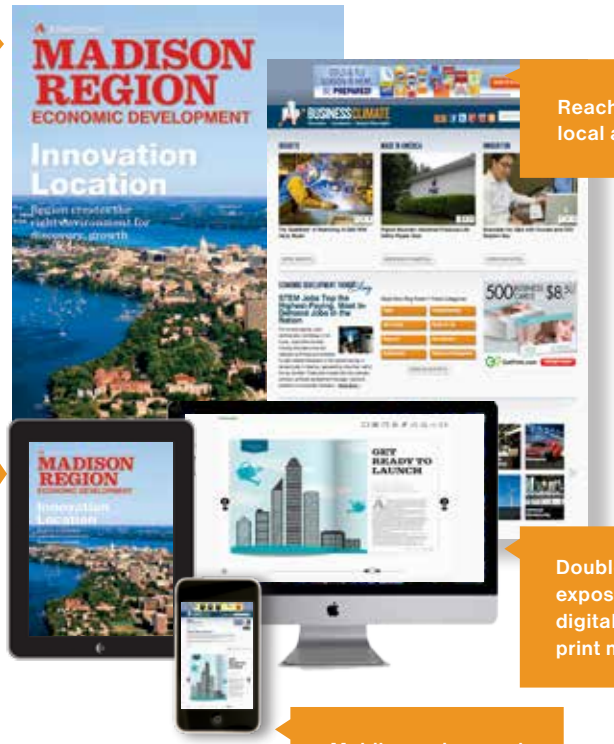
Paul Jadin
President
Madison Region Economic Partnership

To view issues of the digital magazine from previous years, go to **en.calameo.com** and search for *Madison Region Economic Development.*

Brand Exposure

Content mix that resonates with audiences to promote your area and attract newcomers, visitors and relocation businesses.

Showcase your region's strengths through stunning photography and positive stories



Reach national and local audiences

Tablet-friendly versions extend to those on the go with live links to connect to your website

Double your ad exposure with the digital version of the print magazine

Mobile versions make constant access easy with 24/7 viewing capabilities

STRATEGIES FOR DISTRIBUTION:

- Customized Mailings to C-Level Executives in Key Industries
- Customized Mailings to Business Decision Makers by Geography, Size and Revenue
- Targeted Mailings to Corporate Real Estate Executives
- Targeted Mailings to Site Location Professionals
- Targeted Mailings to Key Community Influences
- Distribution in Relocation Packets from Real Estate Firms
- Distribution Through Regional Partners, Including Major Employers and Local Governments
- Distribution at Trade Shows and Events
- Public Places Distribution at Select Business-Oriented Locations Including Airports, Business Hotels and Meeting Spaces
- Digital Magazine on Businessclimate.com/madison-region
- Promotion of the Madison Region's Content Through Businessclimate.com blog, Twitter and Facebook channels

TARGET AUDIENCE:

- C-Level Business Decision Makers
- Corporate Real Estate Executives
- Site Location Professionals
- HR and Recruitment Professionals
- Top Employers
- Colleges and Universities
- Key Influencers

KEY INDUSTRIES:

- Health Care, Life Sciences and Biotechnology
- Advanced Manufacturing
- Technology
- Agriculture Food Production

MULTIMEDIA

Your Integrated Marketing Program

Extend your brand across multiple platforms with the **BusinessClimate.com** integrated marketing program to reach your audience wherever they are – allowing them to find you, tap into your brand and build a commitment to your business.

Engaging Magazine

The *Business Climate* magazine is a high-quality print edition that:

- Showcases your area's strengths through stunning photography and positive stories written by professional journalists.

Digital Magazine

Users have instant access to your magazine whenever they want and wherever they are.

- Your magazine, including your advertisement, is online at **BusinessClimate.com**.
- Links throughout the digital magazine deliver instant access to more information.
- Contains the same content as the print version.

National Exposure

Your website is available 24/7, allowing you to expand your distribution. Your state has a presence on **BusinessClimate.com**, a nationally recognized website offering insights and analysis of business climates throughout the United States, spotlighting innovative companies and entrepreneurs.

Interactive Mobile Versions

Your magazine is optimized for Apple and Android devices to make sharing your area's success stories simple for those readers constantly on the go. The tablet version capitalizes on a growing segment of your target audience.

survey says

Magazines rank No. 1 at influencing consumers to start a search online, higher than new media options.
(source: BIGresearch Simultaneous Media Usage Survey)

Video

Engaging videos give viewers the opportunity to experience the vitality and individuality of your region.

"Video provides that extra level of experience on a website that helps build an emotional connection to the visitor."

(Source: *The Wall Street Journal*)

100% Share-of-Voice Online

These opportunities deliver site dominance, exclusivity and content that complements your brand message through:

- Video sponsorships
- Digital and tablet magazine sponsorships
- Display ad packages
- Full banner on home page, facts page, or photos and videos page

Premium Customization

Special Section – a custom magazine within a magazine – in both print and online:

- Sponsored multipage publication that showcases your company or organization.
- Advertorial produced by the same photographers, writers and editors as the magazine.
- High-quality marketing tool with 1,000 overruns
- Stand-alone digital magazine available online with a unique URL.

Message Impact

The high editorial and online standards enhance your brand impact:

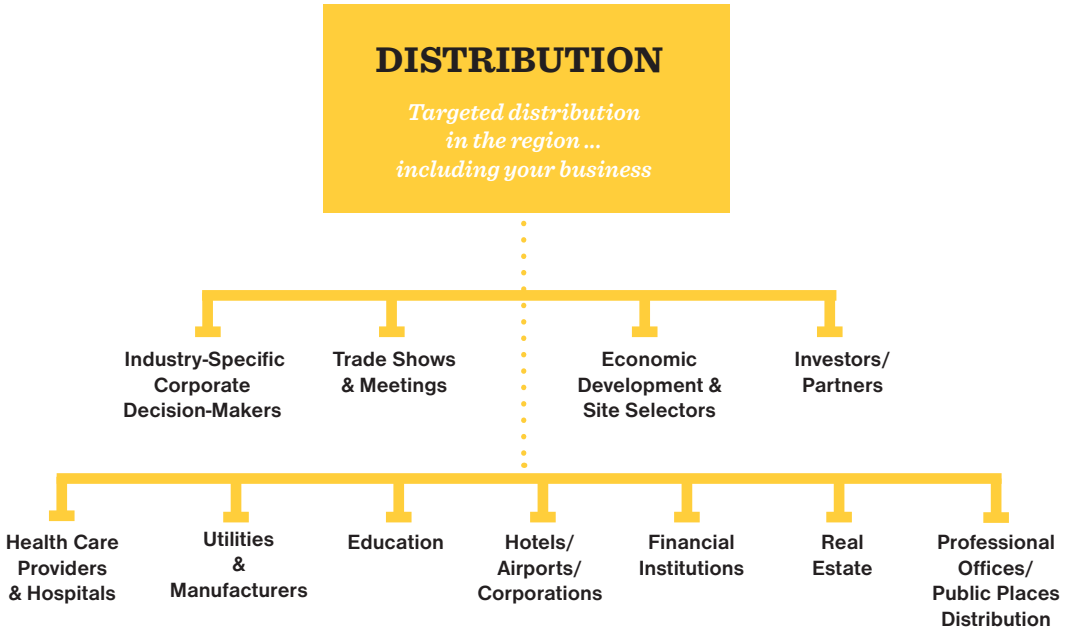
- Content and design compel readers long enough to see your advertising message.
- Your credibility increases by association with an objective, high-quality publication.
- Increase frequency and exposure of your brand with premium ad placement opportunities, which also increase reader recall.
- Online ads that parallel print placement increase brand recognition.

survey says

95% of the total magazine audience still consumes magazine content and advertising in print form, and almost half of the audience overlapped, consuming both print and digital channels. (source: Affinity)

TARGETED RESEARCH

Targeted distribution ensures that you reach new and existing businesses and potential employees by utilizing the most relevant tools in content marketing: print, online, video, tablet and digital magazine.



MAGABRAND

Relevant editorial content and captivating photography engage readers and drive them online for more information. A magabrand is a magazine brand that extends across multiple media platforms so that a reader can find you, using the most relevant tools in content marketing. Whether it be a print magazine, website, digital magazine, tablet or mobile version, access to your brand is always at the readers' fingertips.

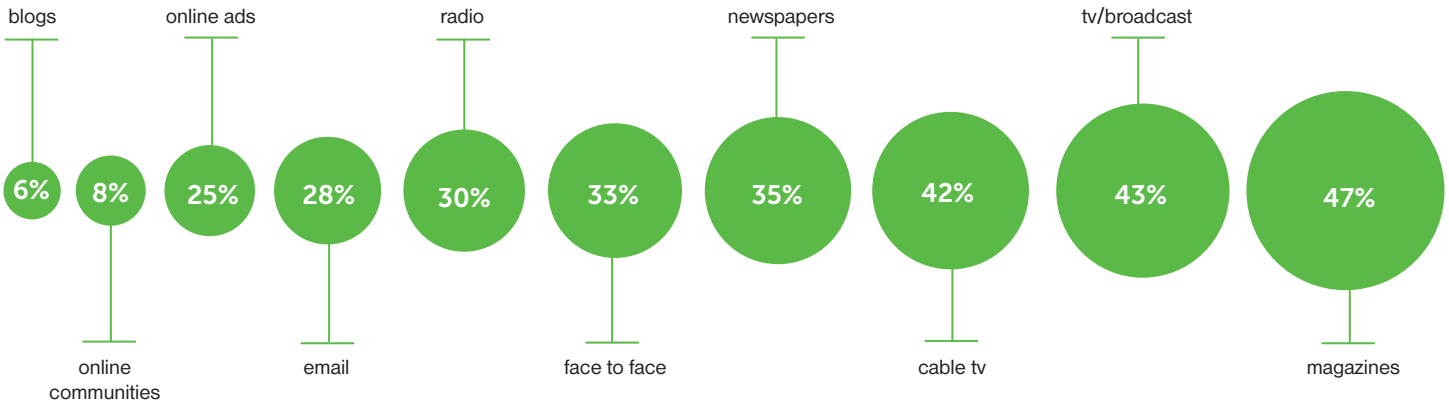
Relationship Between Print and Online

- Research shows that the symbiotic relationship between print and online is becoming increasingly evident.

- The U.S. Postal Service reports that consumers who receive catalogs in the mail are more than twice as likely to make an online purchase.

In an age of interruption, magazines engage readers. Magazines are the No. 1 medium driving online searches. (Source: *JupiterResearch*)

Percent of population influenced by medium



TIME-AD IMPACT RATIO

- Because of a magazine's engagement factor, it has a higher time-ad ratio impact than any other medium, relative to time spent.
- Readers are more likely to be impacted by an ad seen in a magazine than any other medium, such as television or radio.
- Reading a magazine is an intimate, involving experience that fulfills the personal needs and reflects the values of the reader. This is one reason the average reader spends more than 43 minutes reading a magazine.

BRAND EXPOSURE DURATION (BXD)

- This entire program is designed to maximize your brand exposure duration (BXD).
- The more time people can spend with your business's message, the better.
- The fact is that time spent = engagement. In an age when people are filtering out mass media, our content reaches people when and where they want information.

BUSINESSCLIMATE.COM

BusinessClimate.com gives your area national exposure to a highly targeted business audience. This rapidly growing website offers insights and analysis of business climates throughout the United States, spotlights innovative companies and entrepreneurs, and serves as a valuable resource for site selection and corporate relocation professionals. The site also features specialized content such as Made in America, which highlights signature products manufactured in the United States.

- Visitors from 6,700 cities
- Visitors from 128 countries
- Average time on site: 1:12
- Year-over-year visits up 47% (trending)
- Page views for 2015 up 48% from 2014 (trending)

Top 5 Cities Visiting BusinessClimate.com

- New York
- Nashville
- Chicago
- Houston
- Los Angeles

Top 5 Countries Visiting BusinessClimate.com

- United States
- India
- Canada
- United Kingdom
- Brazil

ONLINE

Connect Directly to Your Target Market

Effective advertising is about finding your audience, maximizing your brand exposure and reaching a defined demographic. Get your message out to an audience of prospective site selectors and new businesses, and increase your brand familiarity with your advertising on BusinessClimate.com.
A national niche website, **BusinessClimate.com** offers engaging content – articles, photo galleries, a digital tablet magazine and videos – all extending time spent on your site and with your brand. Own a content environment and complement your branding message. Even better – ensure exclusivity by branding with 100% Share-of-Voice.

BUSINESSCLIMATE.COM – ADDED VALUE!

1 Link on Home Page

A link is included on the home page and across the entire website, increasing name recognition and making it easy for users to link directly to your website.

2 Inclusion in Digital Magazine

Your ad not only appears in the digital magazine but also clicks through to your designated website – increasing your exposure across multiple platforms.

3 Display Ads

Display ads will link to your website, expanding reach and branding opportunities. One of these display ads is included in your integrated media package.

3a Medium Rectangle
3b Leaderboard
3c Half Rectangle

(Display ads available on home page, content-specific or general placement)

DIGITAL

Digital & Tablet Editions

Connect with those readers constantly on the go. The digital version of the print magazine makes sharing your business' success stories simple, whenever and wherever the reader wants, on a desktop, tablet or mobile device.

82% of digital readers find interactive magazines to be more engaging.
(source: Magazine Media Factbook)

DIGITAL MAGAZINE

- Your magazine, including your advertisement, is also digital on BusinessClimate.com. Live links throughout the digital magazine drive visitors straight to your website, delivering instant access to more information.
- It contains the same great content as the print version.
- Quickly links to other websites for additional information to the reader.
- Share tools – The digital version makes it easy to share your brand with social media sites such as Google+, Facebook, Twitter, Pinterest and many more.
- Tablet-friendly – The digital guide can be viewed on any iPad or Android tablet with easy navigation, instant links and more.

survey says

Nearly 8 in 10 digital readers report display ads in digital magazines as more authoritative, credible and trustworthy than banner ads.
(source: Magazine Media Factbook)

SPONSORSHIPS

Connect Directly to Your Target Market

100% SOV DISPLAY ADVERTISING

You will receive branding in a category of your choice with the Interactive Advertising Bureau's universal and consistently performing ad units. Your choice of branding includes: Business Climate, Cool Companies, Demographics, Education, Health Care, Livability, Photos & Video, Top Industries and Transportation.

1 Leaderboard

Appearing at the top of the page, leaderboards are designed to highlight key messages and provide increased presence.

- Home Page Placement
- Content-Specific Placement
- General Placement

2 Medium Rectangle

Positioned within the editorial content, the medium rectangle has generous dimensions – giving you ample space for design and information.

- Home Page Placement
- Content-Specific Placement
- General Placement

3 Half Rectangle

Effective for presenting direct messages to viewers, this real estate allows for attractive, flexible and eye-catching components.

- Home Page Placement
- Content-Specific Placement
- General Placement

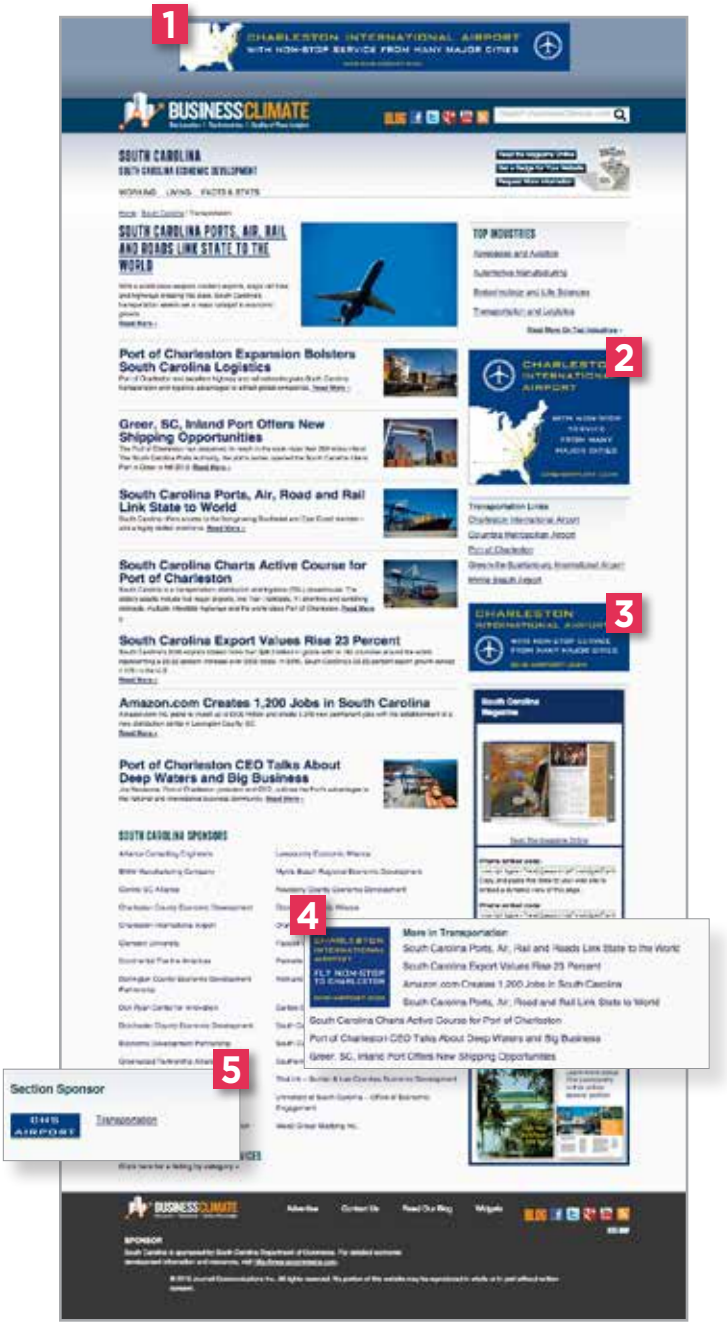
4 Square Button

This ad size is very common on websites and blogs, and allows you a variety of design opportunities.

- Article Page Placement

5 Microbar

Home page presence in sponsored content box

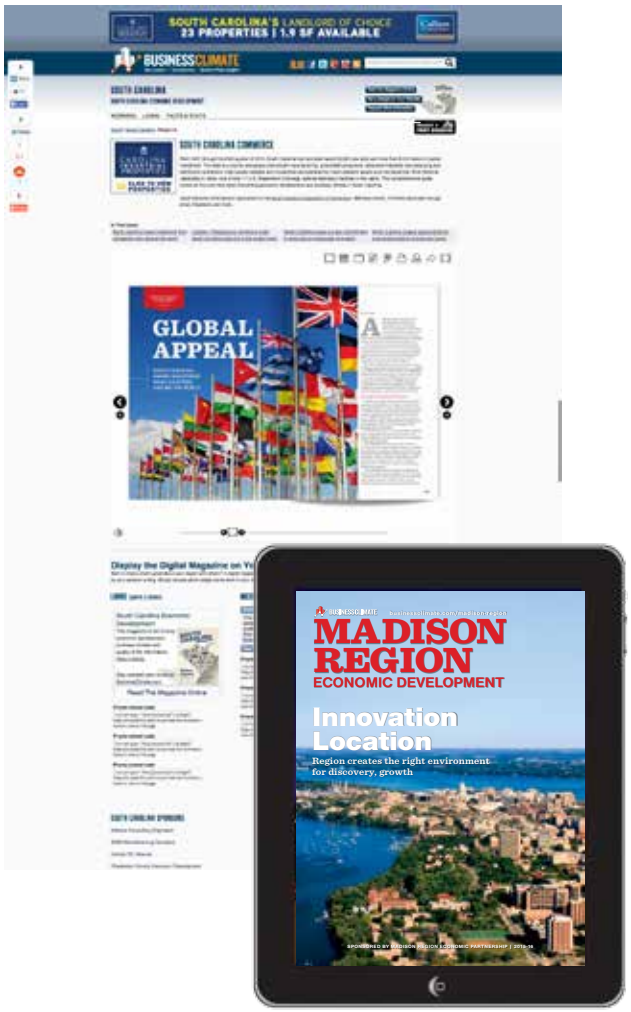


survey says

60% of digital magazine readers go to an advertiser's website, and 55% tried a new product or idea they found in their digital edition. (source: Magazine Media Factbook)

100% SOV Digital Magazine & Tablet Sponsorship

Exclusive sponsorship of the online digital magazine features a multi-expanding banner display ad at the top of the magazine page, a static rectangle ad anchored above the magazine, a logo treatment and tagline on the cover, and a tagline with sponsor's name on each page of the digital and tablet versions (excludes advertisement pages).



100% SOV Video Sponsorship

Your 15-30 seconds of pre-roll inline movie/slideshow ad or graphic ad can be located on your area's home page.

100% SOV Full Banner Sponsorship

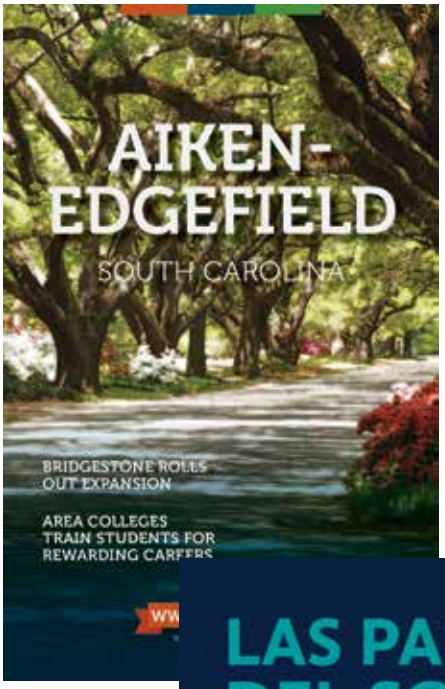
- Available on the home page, demographics page, photos and video page the entire time the user is on the page.
- Anchored at the bottom of the browser as the user scrolls up and down the page.

CONTENT MARKETING

8- or 16-Page Special Section

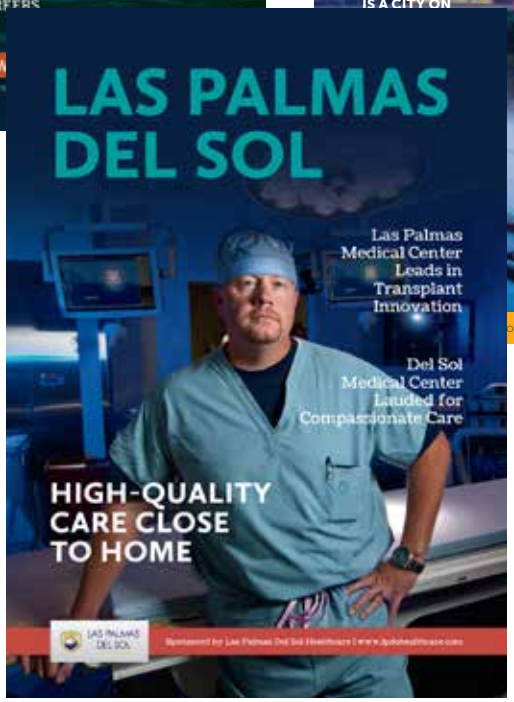
Tell your story in a customized, cost-effective special section. Enlist the help of professional writers, photographers, editors and designers to showcase your business. An 8- or 16-page special section (inserted in your magazine) and online presence on BusinessClimate.com will extend your brand across multiple media platforms, and enrich your own website with additional Web-exclusive editorial content.

CHOOSE FROM THREE CONTENT AREAS TO FIT YOUR MARKETING GOALS:



Community Profile

Economic Development



Major Community Stakeholders: Colleges, Hospitals, School Systems, Utilities, Individual Businesses

HOW CAN I USE THESE MARKETING TOOLS?

Your special section is a great tool to promote your business and your cause and can be used in a variety of ways, including:

Recruit staff, students, relocating business and/or families

Showcase new or enhanced **facilities and programs**

Educate businesses and site selectors

Enrich **Web communications and social media profiles**

Extend branding in print and online at places such as **trade shows and events**

Send out as a **direct mail piece** to customers and prospects

Provide content for **reports and newsletters** to customers and/or constituents

Highlight the region's **individuality** and **vitality** – its **quality of place**

Program Highlights

1 PRINT

In addition to the exposure you'll receive through the targeted print distribution network, you will receive 1,000 copies of the special section to use as your stand-alone marketing piece.
Choose from:

- 8 or 16 pages
- Two sizes (full magazine or digest size)
- Three content categories (to the left)

2 EXPOSURE ON BUSINESSCLIMATE.COM: DIGITAL MAGAZINE

Your special section will also be prominently displayed inside your community's digital magazine as an interactive stand-alone feature that enriches your own website. Your digital special section allows users to go "beyond the page" by using links throughout to instantly access more information.

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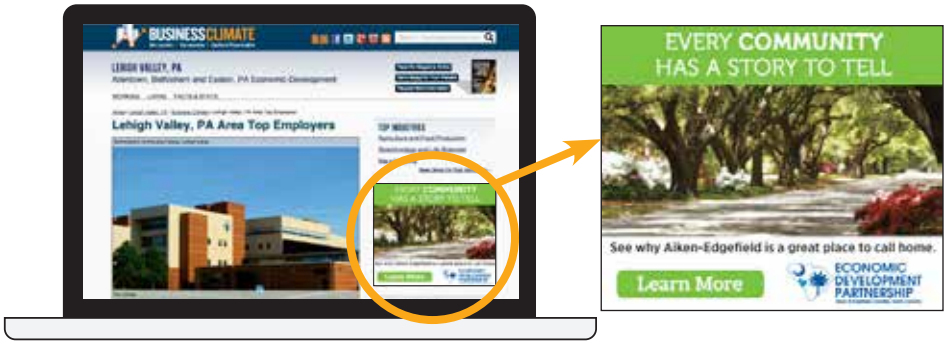

INCLUDED:

- Special section included in print and digital magazines
- Special section digital magazine page on BusinessClimate.com city site
- Turnkey development of a marketing landing page on BusinessClimate.com, including content from your special section and links to your website
- Medium rectangle online ad placed throughout place pages on BusinessClimate.com promoting your special section
- 1,000 print copies of the special section on magazine paper/stock

Interested in thicker paper copies?
Our standard copies print on magazine paper, but we offer a paper upgrade if you're looking for a more substantial brochure.

3 EXPOSURE ON BUSINESSCLIMATE.COM: ONLINE AD

We will create an attractive medium rectangle ad to be placed throughout place pages promoting your special section.

BUSINESSCLIMATE

4 EXPOSURE ON BUSINESSCLIMATE.COM: MARKETING LANDING PAGE

This landing page will feature the online digital version plus short copy blocks that will link to full articles from your special section, as well as link to your own website.

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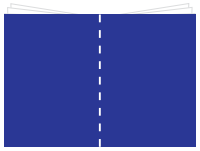
SPECS

Product Specifications

Maximize your impact when selecting ad sizes.
You have to show up to be seen … and be seen to be remembered.

Print Sizes

Two-Page Spread
Bleed size: 16"w x 11.125"h
Trim: 15.75"w x 10.875"h
Live area: 15.25"w x 10.375"h
Allow .25" for gutter on each side



Full-Page Bleed
Bleed size: 8.125"w x 11.125"h
Trim: 7.875"w x 10.875"h
Live area: 7.375"w x 10.375"h

Feature Jump
Bleed size: 16"w x 5.625"h
Trim: 15.75"w x 5.5"h
(left/right side & bottom)
Live area: 15"w x 4.625"h
Allow .25" for gutter on each side

2/3 Vertical Bleed
Bleed size: 5.28"w x 11.125"h
Trim: 5.03"w x 10.875"h
(right-hand read)
Live area: 4.53"w x 10.375"h

1/2 Horizontal Bleed
Bleed size: 8.125”w x 5.625”h
Trim: 7.875”w x 5.5”h
(Left/right side & bottom)
Live area: 7.375”w x 5.25”h

1/2 Horizontal
6.5”w x 4.625”h

1/2 Vertical
4.125”w x 6.5”h

1/3 Vertical Bleed
Bleed size: 3.06”w x 11.125”h
Trim: 2.81”w x 10.875”h
(right-hand read)
Live area: 2.31”w x 10.375”h

1/3 Vertical
1.937”w x 9.375”h

1/3 Horizontal
4.125"w x 4.625"h

1/4 Horizontal Bleed
Economic Profile
Bleed size: 8.125”w x 3.125”h
Trim: 7.875”w x 3”h
(Left/right side & bottom)
Live area: 7.37”w x 2.75”h

1/8 Horizontal
3"w x 2.25"h

Home Page

Article Page

Online Sizes

1 Leaderboard
728 pixels wide x 90 pixels high

2 Medium Rectangle
300 pixels wide x 250 pixels high

3 Half Rectangle
300 pixels wide x 125 pixels high

4 Square Button
125 pixels wide x 125 pixels high

5 Microbar
88 pixels wide x 31 pixels high

6 Full Banner
960 pixels wide x 90 pixels high
(can be submitted as a static or animated file)

Video Specifications

JCI-Produced Video Ads: 15 seconds
7 Home Page Video Sponsorship

Material Requirements:

- Up to five photos – saved as high-resolution JPEGs (300 dpi)
- Company logo – saved as a high-resolution JPEG (300 dpi)
- Copy or tagline of up to two seconds

Submitted Video Ads: Up to 30 seconds

File Format Requirements:

- High-resolution Quicktime .mov or .dv file, uncompressed
- Aspect ratio: 16:9
- Submit via FTP

Digital Magazine Sponsorship (NOT PICTURED)

Multi-Expand Banner = 960 pixels wide x 360 pixels high
Collapsed Banner = 960 pixels wide x 90 pixels high
Rectangle = 180 pixels wide x 150 pixels high

SUBMIT

Digital Submission Guidelines

Product Information

- A color PDF proof will be sent for approval prior to publication (ads set by JCI only).
- Basic typesetting and layout included in rate
- Custom production will be subject to additional charges
- Please note: The quality of materials is the responsibility of the supplier.

Ads Produced by JCI
Photo/logo scans, images and artwork must be:

- Scanned/created at 300 dpi or higher to size. (Photos or logos from websites cannot be accepted due to low print quality).
- Set up grayscale or CMYK
- Saved as TIFF, JPEG, EPS or high-resolution PDF files

Supplied Files Policy

Journal Communications is not responsible for enhancing advertisers' digital files or resizing to match the ad space purchased.

If any additional work is necessary or if files deviate from the size or specifications on this form, the files will be rejected and must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a $50 processing fee.

Any extra charges incurred by Journal Communications due to problems with supplied files will be billed to the advertiser with a detailed explanation of the problem.

Proofing Policy

We do not provide a proof for ads we do not produce. It is understood that the files are set up as the advertiser intended and were approved prior to submission to Journal Communications.

Please provide a color proof for content reference (SWOP preferred).

Print and Online Submitted Ads

- Print ads submitted as a high-resolution (300 dpi) PDF (PDF/X-1a)
- Online ads submitted in one of the following formats: GIF, Animated GIF, JPEG or Flash. If submitting Flash, also supply a backup GIF to users who do not have the Flash plug-in. Files may not exceed 45 KB. Additionally, the linking URL must be provided.

Animated Web Ad Specifications

- **Required Files**: All rich media ads must be submitted as a .swf or .fla file with a backup .gif or .jpg file. The .fla file is used for troubleshooting only. If the user does not have a Flash player installed on their machine, a backup .gif or .jpg will be served.

Animated Web Ad Specifications (cont)

- **ClickTAG**: All ad units must be coded properly for click tags and launch a new browser window when clicked on. If files do not contain the proper coding or deviate from the specifications on this form, the file will be rejected and must be resubmitted.

  DoubleClick supports ActionScript 2 in the following environments: Flash 8, Flash 9 and Flash 10 (Adobe CS5 and CS6) and ActionScript 3 in Flash 9 and Flash 10 (Adobe CS5, CS5.5 and CS6).
- Adding a clickTAG to a Flash ad: Go to **www.flashclicktag.com** for information on how to insert a clickTAG ActionScript into a Flash file.

Submitted Video Ads: Up to 30 Seconds
File Format Requirements:

- High-resolution Quicktime .mov or .dv file, uncompressed
- Aspect ratio: 16:9
- Submit via FTP

Submit to:

FTP
www.jnlcom.com/ftp

Username: ads
Password: client

- Upload files and complete the contact information form. Once files are uploaded, a message indicating a successful transfer will be posted. Detailed FTP instructions are available from your sales rep.

Email (ads@jnlcom.com)

- Include business name, magazine name and ad size in your email message.
- Compress your files into a single compressed, self-extracting file. We can only accept file sizes less than 10 MB.
- Email your files to ads@jnlcom.com.

Disk

- We accept Mac-formatted CDs/DVDs. Please email PC-formatted files.
- We hold supplied disks until publication. If you would like your disk returned, submit a self-addressed stamped envelope. Allow 6-8 weeks after publication for a returned disk.

JOURNAL COMMUNICATIONS
CUSTOM MEDIA. CUSTOM CONTENT.

725 Cool Springs Blvd., Suite 400
Franklin, TN 37067
sales@jnlcom.com
(800) 333-8842 Ext. 292
F: (615) 296-0461

JOURNAL COMMUNICATIONS
CUSTOM MEDIA. CUSTOM CONTENT.

ADVERTISING CONTRACT/INVOICE

REMIT TO: 725 Cool Springs Blvd., Suite 400 • Franklin, TN 37067
(615) 771-0080 • (800) 333-8842 • Fax: (615) 296-0461

This is an order and authorization to secure advertising space with Journal Communications Inc. All advertising orders are accepted subject to the terms and provisions of this contract and/or the current pricing.

Rev. 7/14

PUBLICATION: Madison Region Economic Development

Issue: ■ 2016 V.3 ❑ _____ ❑ _____ ❑ _____ ❑ _____ ❑ _____

Materials Deadlines: 11/5/15 _____ _____ _____ _____ _____

Note: If materials are not received by this deadline, we will produce an ad containing company name and address to be inserted in contracted space. See Terms and Conditions on reverse side of Contract.

BILL TO: ■ ADVERTISER/CLIENT

Company Name: City of Fitchburg
Street Address: 5520 Lacy Rd.
City/State/ZIP: Fitchburg, WI 53711-5318
Billing Address: same as above
City/State/ZIP:
Contact ❑ Mr. ■ Ms. Joyce Frey (Name)
Phone (608) 270-4246 Fax (608) 270-4212
Email: joyce.frey@fitchburgwi.gov
Web Address: www.fitchburgwi.gov

Product/Service ▸ Government
History ▸ Renewal Status ▸ Member

TRAVEL PUBLICATIONS
Region ▸ Select One
Destination Page _____
Section/Category ▸ Select One

BILL TO: ❑ AGENCY/OTHER P.O./I.O. # _____

Company Name
Billing Address
City/State/ZIP
Contact ❑ Mr. ❑ Ms. (Name)
Phone ( ) Fax ( )
Email
Web Address

PRINT AD SUBMISSION INFORMATION (see reverse for guidelines)

- ❑ **Digital Ad** – Provided print ready by Advertiser/Agency (Please reference the Publication Digital Submission Form*.)
- ❑ **JCI Set Ad** – Original/Formatted Ad produced by Journal Communications Inc. (Required ad materials include text, art, and layout. Please reference our Digital Submission Form* if submitting files digitally.)
- ■ **Repeat As Is** – from past JCI Publication (Files from JCI are kept on file for one year from publication date.)
- ❑ **Repeat with Changes** – Changes must be submitted in writing (Changes cannot be made to an ad that was submitted print ready the previous year.)

Instructions:
However option to change is available by deadline.

AD SPACE

Ad Type ▸ Integrated Media Package
Number of Issues ▸ 1

PRINT	PER ISSUE	TOTAL	OFFICE USE ONLY Order#
• Ad Size ▸ Full Page	$ 5,745.00	$ 5,745.00	
Print Paid Location #2 Facing Table of Contents	$	$ 0.00	
Print Paid Location	$	$ 0.00	
• Ad Size ▸ Select One	$	$ 0.00	
Print Paid Location	$	$ 0.00	
Print Paid Location	$	$ 0.00	
❑ Direct Marketing (DM Addendum)	$	$ 0.00	
❑ Map Sponsorship	$	$ 0.00	
ONLINE			
• Ad Size ▸ Leaderboard	$	$ 0.00	
Paid Placement Home Page Top			
Video			
• Ad Size ▸ Select One	$	$ 0.00	
Paid Placement			
• Ad Size ▸ Select One	$	$ 0.00	
Paid Placement			
• Ad Size ▸ Select One	$	$ 0.00	
Paid Placement			
• Ad Size ▸ Select One	$	$ 0.00	
Paid Placement			
• Ad Size ▸ Select One	$	$ 0.00	
Paid Placement			
Video			
❑ **Additional Advertising Listing**	$	$ 0.00	
Advertiser			
URL			
❑ **Additional Advertising Listing**	$	$ 0.00	
Advertiser			
URL			
❑ **Listings Total (Attach Listing Addendum)**	$	$ 0.00	
SUBTOTAL		$ 5,745.00	
Other	$ 0.00	$ 0.00	
Other	$	$ 0.00	
Other	$	$ 0.00	
Other	$	$ 0.00	
Shipping & Handling # of Magazines		$ 0.00	
TOTAL CONTRACT DUE		$ 5,745.00	
Less Payment w/Contract		$	
BALANCE DUE		$ 5,745.00	

Enter a minus sign if a number is to be deducted

ONLINE AD SUBMISSION INFORMATION

- ❑ **Digital Ad** – Provided print ready by Advertiser/Agency (Please reference the Publication Digital Submission Form*.)
- ❑ **JCI Set Ad** – Original/Formatted Ad produced by Journal Communications Inc. (Required ad materials include text, art, and layout. Please reference our Digital Submission Form* if submitting files digitally.)
- ■ **Repeat As Is** – from past JCI Publication (Files from JCI are kept on file for one year from publication date.)
- ❑ **Repeat with Changes** – Changes must be submitted in writing (Changes cannot be made to an ad that was submitted the previous year.)

Instructions:
However option to change is available by deadline.

VIDEO

- ❑ **Submitted Video Pre-roll**
- ❑ **JCI Produced Video Pre-roll**
- ❑ **Repeat Pre-Roll As Is**
- ❑ **Repeat Pre-Roll with Changes**

Instructions:

DIGITAL MAGAZINE SPONSOR:
Full Banner ▸ Select One
Multi-Expand ▸ Select One
Rectangle ▸ Select One

E-NEWSLETTER:
Photo ▸ Select One Logo ▸ Select One Copy ▸ Select One

Please submit files to ads@jnlcom.com (No proof will be provided for print-ready files).
Visit ads.jnlcom.com for digital submission form, ad worksheets and specifications.

OFFICE USE ONLY

Account #: _____
Entered by: _____ Sales Rep #: 183
Check Date: _____ Check #: _____
Check Amount: _____

****Payment required with Contract:**

50% due upon acceptance of Contract
Remaining balance will be billed upon publication in: 100% due by 10/29/15

I have read and agree to the terms and conditions on the reverse side of this document.

X _____
Authorizing Signature (please sign) Title Signature Date (required)

Sales Rep Signature: [signature] Signature Date: 10/15/2015

TERMS

NET 20 DAYS FROM DATE OF INVOICE. Rates are net unless otherwise indicated. Finance charge at a MONTHLY RATE of 1.5% is added to contracted balance if unpaid for 30 days. This is an annual percentage rate of 18%.

CONDITIONS

This is an order and authorization to secure advertising space with Journal Communications Inc. In the event the Advertiser or Agency needs to cancel the contracted advertising space, the Advertiser or Agency is required to submit written notice of cancellation within 7 days of contract, via certified mail, to Publisher.

In the event the Advertiser or Agency fails to adhere to the deadline for submitting ad materials as stated, Publisher will run a previous ad or run the Advertiser's name and address in the space committed for.

Publisher reserves the right to hold the Agency and/or Advertiser jointly and severally responsible for monies due and payable to Publisher. It is further agreed that the Agency and/or Advertiser will pay a reasonable collection/attorney's fee in the event that it is necessary to place this account in the hands of a collection agency/attorney for collection for any reason. Venue for any disputes arising hereunder shall be at Williamson County, Tennessee. Tennessee Law shall govern all provisions of this contract. The Agency agrees that it is acting for its disclosed principal, the Client, and as such binds itself and the Client to the terms and conditions of this contract. Agency shall be liable for payment of sums due hereunder.

Publisher may look to either Agency or Advertiser for payment. Payment by Advertiser to Agency does not alleviate obligation of Advertiser to Publisher for payment in full. The Publisher is not responsible for any errors in type set by the Publisher for advertisements that have been proofed and approved by the Advertiser or its Agency.

PROOFING POLICY

A PDF color proof will be emailed for approval prior to publication for all original ads. Changes requested by the Advertiser and/or Agency on this proof will be provided at no charge, and a second proof will be emailed if requested. ***Any changes requested by the Advertiser subsequent to the second proof will be billed for production time at an hourly rate (minimum $50).***

Journal Communications Inc. does not provide a proof for ads submitted digitally or as film. Ad content subject to Publisher's approval. It is understood the Advertiser and/or Agency has approved the material prior to its receipt. Publisher will conclude that the files are set up as Advertiser and/or Agency intends them to be produced and we will output the ad as supplied. Publisher is not responsible for the final quality of the ad. If there is a pre-press problem with the submitted digital file, any extra charges incurred will be billed to the Advertiser and/or Agency with a detailed explanation of the problem.

PRODUCTION SPECIFICATIONS

SUBMITTING A DIGITAL AD

For submitted digital files, our free services include checking Advertiser- and/or Agency-submitted files to ensure they meet our specifications for magazine printing. Journal Communications is not responsible for enhancing your digital files, resizing to match ad space purchased or proofreading for spelling and grammatical errors. The quality of submitted digital files is the responsibility of the submitter.

If files deviate from the size or specifications on the Digital Submission form, the files will be rejected and must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a $50 processing fee.

We do not provide a proof for ads we did not produce. It is understood that the files are set up as the Advertiser intended and were approved prior to submission to Journal Communications Inc.

Any extra charges incurred by Journal Communications Inc. due to problems with supplied files will be billed to the Advertiser with a detailed explanation of the problem.

ORIGINAL ADS

Journal Communications Inc. can assist in producing an original ad. Advertiser and/or Agency should provide a basic layout with all necessary materials to produce ad. The advertising salesperson will assist in this process. The ad created by the JCI Ad Production belongs to the Publishers. The ads can be purchased for an additional $300.

Journal's Ad Production division provides basic typesetting and design services for original ads free of charge. **These do not include services that an advertising agency would provide.** Journal Communications' free basic typesetting and design services include:

- typing customer-provided text
- choosing a visually pleasing, professional font
- placing a logo and/or photos in a box in a layout program
- adding a customer-provided color to an ad

Custom production work, such as cleaning up rough logos, resetting logos, drawing maps and outlining photos, can be performed at an extra charge. Custom work is billed at $75/hour.

Custom photo work, such as feathering, fading or custom edging, can be performed at a fixed rate per photo.

Please note: All charges/rates listed are subject to change.

FORMATTED ADS

- All ads produced by the Publisher are formatted in the style approved by the magazine client.
- Visit ads.jnlcom.com for specifications and submission guidelines.
- A low-resolution color PDF proof will be emailed prior to publication.
- Custom production work available at an hourly rate of $75/hour.

Please note: All charges/rates listed are subject to change.

ONLINE ADS

- Visit ads.jnlcom.com for submission guidelines.

LISTING ENHANCEMENTS

For enhancements that include a logo, new logos must be submitted by the materials deadline on the contract. Logos that are not received by the deadline will receive a standard logo to be determined by the Publisher.

ACCOUNTS PAYABLE CONTACT

Contact Name _____

Billing Address _____

_____

Phone # _____

Email _____

Notes

MADISON REGION
ECONOMIC DEVELOPMENT

- Advertising Rates -
2016 Vol. 3, Frequency Annual

PLEASE NOTE IMPORTANT ABBREVIATIONS: FP = Full Page, IBC = Inside Back Cover, TOC = Table of Contents, CP = Community Profile, DM = Digital Magazine, HP = Home Page

PREMIUM INTEGRATED MEDIA RATES (Annual rates)

	INTEGRATED MEDIA	100% SOV DISPLAY UNITS
Front Cover Gatefold + Page One		$19,630
with HP Med Rectangle	$18,100	
Back Cover Gatefold + Facing IBC		$19,425
with HP Med Rectangle	$17,895	
Gatefold (Front, Back, Interior)		$14,755
with HP Med Rectangle	$13,225	
Two-Page Spread (Opening, Center)		$11,560
with HP Med Rectangle	$10,030	
Four Full Pages (Consecutive, Two 2-Page)		$17,775
with HP Med Rectangle	$16,245	
Feature Jump Sponsor		$9,650
with HP Med Rectangle	$8,120	
Back Cover		$8,840
with Med Rectangle	$6,610	
Inside Front Cover		$8,640
with Med Rectangle	$6,410	
Inside Back Cover		$8,435
with Med Rectangle	$6,205	
Page One		$8,030
with HP Leaderboard	$5,950	
Facing Inside Back Cover		$7,825
with HP Leaderboard	$5,745	
Facing TOC – FP		$7,825
with HP Leaderboard	$5,745	
Following TOC Spread – FP + 2/3V Bleed		$11,900
with HP Leaderboard	$9,820	
Following TOC – FP		$7,825
with HP Leaderboard	$5,745	
Following TOC – 2/3V Bleed		$7,230
with HP Leaderboard	$5,150	
Facing Online TOC Spread – FP + 1/3V Bleed		$10,045
with HP Leaderboard	$7,965	
Facing Online TOC – FP		$7,825
with HP Leaderboard	$5,745	
Following Online TOC - 1/3V Bleed		$5,375
with HP Leaderboard	$3,295	
Facing DM Guide Spread – FP + 2/3V Bleed		$11,900
with HP Leaderboard	$9,820	
Facing DM Guide – FP		$7,825
with HP Leaderboard	$5,745	
Following DM Guide – 2/3 V Bleed		$7,230
with HP Leaderboard	$5,150	
Core Section Sponsor – FP		$7,825
Discover (3 available), Overview, Business Climate, Transportation, Education, Health, Energy/Technology, Livability, Economic Profile with Med Rectangle	$5,595	
Section Sponsor – 1/2H Bleed		$5,980
Business Climate, Transportation, Education, Health, Energy/Technology, Livability with Leaderboard	$3,550	
Economic Profile – 1/4H Bleed		$4,570
with HP Half Rectangle	$2,390	

BusinessClimate.com/madison-region
(Annual rates)

100% SOV Home Page Community Video Sponsorship		$3,500
100% SOV Tablet & Digital Magazine Sponsorship		$3,500
100% SOV Display Ad Package	Level 1	$3,130
Business Climate, Top Industries, Cool Companies, Livability, Education, Health Care, Demographics, Transportation	Level 2 (includes animation)	$3,880
Full Banner		
Home Page Placement		$2,500
Facts or Photos & Video Placement		$2,000

Special Section Rates (Annual rates)

Choice of Full or Digest Size	8-Page	16-Page
Print	✓	✓
Stand-Alone Digital Magazine	✓	✓
Online Medium Rectangle Display Ad	✓	✓
Marketing Landing Page	✓	✓
1,000 Overrun Copies	✓	✓
	$24,220	**$38,220**
Brochure Paper/Stock Upgrade		
2,500 Overrun Copies	**+$2,500**	**+$4,405**

Media synergy is important.

- Advertisements in magazines are more effective at driving Web traffic than other advertising platforms.
- *Madison Region Economic Development* program draws an audience of quality visitors, newcomers and businesses actively seeking information about your area.

Allow the Madison Region Economic Development content marketing program to drive your customers online.

BUSINESSCLIMATE

725 Cool Springs Blvd., Suite 400, Franklin, TN 37067 • (615) 771-0080 • Fax: (615) 296-0461 • ads.jnlcom.com

MADISON REGION
ECONOMIC DEVELOPMENT

Integrated Media Rates
(Annual rates)

Two-Page Spread with Medium Rectangle	$8,235
Full Page with Medium Rectangle	$4,985
Two-Thirds Page Bleed with Leaderboard	$4,265
Half-Page Vertical with Leaderboard	$3,685
Half-Page Horizontal with Leaderboard	$3,180
Third-Page Vertical with Half Rectangle	$2,555
Third-Page Horizontal with Half Rectangle	$2,555
Eighth-Page with Half Rectangle	$1,460
Additional Advertising Listing	**$200**

Businessclimate.com/madison-region Rates (Annual rates)

A Medium Rectangle	
Home Page Placement with Animation (required)	$1,600
General Placement	$900
Content-Specific Placement	+15%
B Leaderboard	
Home Page Placement	$1,050
General Placement	$700
Content-Specific Placement	+15%
C Half Rectangle	
Home Page Placement	$950
General Placement	$600
Content-Specific Placement	+15%
Other Guaranteed Positioning (Print and/or Online)	+15%

Additional online advertising opportunities available – ask your sales representative.

Reserve Your Magazines Today!

MAGAZINES	10	25	50	100	200	300	300+
SHIPPING & HANDLING	$15	$25	$45	$60	$86	$105	$1.50 each + S & H

Limited amounts of complimentary copies are available to advertisers for the cost of shipping and handling.

Reserve complimentary copies for marketing your business. In the rare case our distribution web doesn't reach as far as you'd like, we'll give you the magazines – so you can ensure that you are reaching your target.

Magazines Drive Web Traffic

TOP 10 MEDIA THAT TRIGGER AN ONLINE SEARCH (ADULTS 18+)

Medium (percent)	Overall	M	F	18-24	25-34	35-44	45-54	55-64	65+
Magazines	52%	52%	51%	60%	56%	50%	48%	50%	48%
TV/Broadcast	44	47	41	45	46	45	45	45	39
Newspapers	41	42	40	30	34	40	43	49	52
TV/Cable	36	40	31	55	45	35	30	28	24
Face-to-Face	35	39	32	49	40	37	33	31	24
Email Advertising	30	30	31	37	33	30	29	29	26
Direct Mail	29	28	31	26	29	30	30	31	30
Radio	28	32	25	31	35	30	27	24	20
Internet Advertising	27	31	24	41	33	26	25	23	18
Outdoor	11	12	10	16	16	11	11	8	5

Source: BIGresearch, for the Retail Advertising & Marketing Association (Sample Size: 15,439, age 18+)

Additional Information & Payment terms

- Submitted online display ads may be updated throughout the year at $50 per submission.
- Find additional information regarding submission of print and online materials on the Digital Submission Guidelines form or online at ads.jnlcom.com.
- Payment is required with contract. http://businessclimate.com/payment

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MADISON REGION
ECONOMIC PARTNERSHIP

MADISON REGION ECONOMIC DEVELOPMENT GUIDE

MadREP Commitment

The Madison Region is becoming known worldwide as an innovative leader in industry, higher education, and quality of life. As always, Madison Region Economic Partnership (MadREP) is committed to telling our story in ways that continue to grow current business relationships while also attracting new businesses. Our continued partnership with Journal Communications, an award-winning custom publisher that specializes in economic development and reaches a critical niche audience around the globe, enables us to implement an annual marketing initiative that shines a spotlight on our region via the printed *Madison Region Economic Development Guide*, as well as its companion website and digital magazine at businessclimate.com. This effort is an important complement to our other marketing initiatives as we implement the five-year *Advance Now* Strategy for economic growth.

Program Success

This multi-media program has contributed to MadREP's continued success in promoting the eight-county Madison Region, building relationships with key site selectors, and generating and responding to leads. Since the launch of the inaugural issue in May 2014, MadREP has attracted a 32.5% year-over-year increase in traffic to the website. The site has enjoyed a continued uptick in monthly visitors since the launch of the second issue in May 2015. Our heightened profile has resulted in an increase in the number and frequency of incoming prospect inquiries from business considering (re)location in the Madison Region. The print publication has been a starting point for hundreds of conversations at trade shows, conference and international events, and MadREP regularly receives requests from businesses, realtors and economic development partners who wish to distribute the publication to clients and customers.

Distribution

MadREP's inventory of 8,000 print publications has been distributed in multiple ways since the second annual issue was published in May 2015. The demand for another publication remains high. The following represents a sample of MadREP's distribution of the publication.

Mass Mailings

National Site Selectors
National Business Attraction Outreach

Events

2015 International Economic Development Council Economic Future Forum (Madison)
International Food & Technology Conference (Chicago)
SSTI Annual Conference (Chicago)
America's Competitiveness Exchange (Madison with visitors from Latin America)
EAA AirVenture Event (OshKosh)
World Dairy Expo (Madison)
MadREP/ULGM Diversity & Economic Development Conference (Madison)
MidAmerica Economic Development Council Competitiveness Conference (Chicago)
Madison Region Familiarization Tour (Madison)

Places

Dane County Regional Airport
Greater Madison Convention & Visitors Bureau
University Research Park
Madison Region Realtors (for distribution in re-location packets)
Chambers of Commerce throughout the region
Businesses across major regional cities

MadREP and our regional economic development partners also regularly include the publication with RFI responses, prospect inquiries, and lead follow-up.

Livability.com Analytics Summary
January 1, 2015 – September 30, 2015

Total Sessions
5,678,883

Total Pageviews
27,305,367

Average Session Duration
3:05

Total Cities
23,375

Pages Per Session
4.81

FITCHBURG CHAMBER
VISITOR + BUSINESS BUREAU
your business community connection

(608) 288-8284
to reserve your space, email Kate at kwicker@fitchburgchamber.com

2016 FITCHBURG BUSINESS & COMMUNITY GUIDE
[CONTACT INFORMATION]

Company Name City of Fitchburg

Contact Name Joyce Frey

Telephone 270-4246 Email joyce.frey@fitchburgwi.gov

Address 5520 Lacy Road City Fitchburg Zip 53711

SIZES & RATES>

- ☑ **Full page, no bleed:** 7"w x 8.7"h - **$1,375**
- ☐ **Full page, bleed:** 8"w x 9.5"h - **$1,375**
- ☐ **1/2 Vertical:** 3.4"w x 8.7"h - **$875**
- ☐ **1/2 Horizontal:** 7"w x 4.3"h - **$875**
- ☐ **1/3 Vertical:** 2.25"w x 8.7"h **$675**
- ☐ **1/3 Square:** 4.6"w x 4.6"h - **$675**
- ☐ **1/4:** 3.4"w x 4.25"h - **$515**
- ☐ **1/6 Vertical:** 2.25"w x 4.25"h **$399**
- ☐ **1/6 Horizontal:** 4.6"w x 2.15"h - **$399**

CIRCULATION: **18,000**

AD SALES CLOSE: **NOVEMBER 13**

AD MATERIALS DUE: **NOVEMBER 13**

PAYMENT DUE: **NOVEMBER 13**

AD RESERVATIONS>

To reserve your ad space, contact **Kate Wicker at kwicker@fitchburgchamber.com** or call (608) 288-8284.

AD PRODUCTION>

Production services are available at no extra cost. All supplied artwork must be provided as high-resolution digital files. Vector artwork is preferred. For complete ad specifications, please see the following page.

PAYMENT>

Send form and payment Kate Wicker at kwicker@fitchburgchamber.com or mail this form before November 13, 2015 to:

Fitchburg Chamber
5540 Research Park Drive
Fitchburg, WI 53711

To pay by credit card:

Name on card _____ ☐ MasterCard ☐ Visa ☐ American Express

Card # _____ - _____ - _____ - _____ Exp. Date ____ / ____ CVV: _____

Credit Card Billing Address _____ State _____ Zip _____

I agree to pay the Fitchburg Chamber for the selected advertisement space above. I authorize them to use my ad for this publication.

Signature _____ Date _____

From: Martina Toponarski <mtoponarski@xconomy.com>
Sent: Thursday, October 08, 2015 8:13 AM
To: Joyce Frey
Subject: Meet the Xconomists Private Reception
Attachments: WIMeettheXconomistsReceptionandMeetUp.10.6.15.doc; WIXconReception14Attendees.xlsx; WIXconReception15Invitees.xlsx

Hi Joyce,

It was great to talk to you over the phone yesterday afternoon. I'm excited about the potential of having the City of Fitchburg's Community and Economic Development Authority partnering with Xconomy at this great event put together to bring the WI innovation leaders together.

As promised, I'm attaching the sponsorship package with all the benefits listed and a list of our guests from last year, as well as the invitees from this year.

I look forward to hearing from you soon, and please let me know if you need any additional information. I'm also sending you a copy of the invitation we sent on Tuesday below.

Best,
Martina

Invitation:
Please join Xconomy's new Wisconsin editor Jeff Buchanan and Xconomy CEO Bob Buderi for appetizers and drinks at our annual Meet the Xconomists reception.

The reception will be held following the Wisconsin Alumni Research Foundation's (WARF)**Entrepreneurons** event on **November 11.** (More details about the Entrepreneurons event will be posted soon.) The reception will take place from **5:30-7:30 pm in the atrium of the Discovery Building** (330 N. Orchard St., Madison, WI).

The occasion marks the second anniversary of Xconomy in Wisconsin. It's our way of saying thanks to the innovators, entrepreneurs, CEOs, investors, and others who have helped support Xconomy since our launch.

This year we are also welcoming Jeff Buchanan to the Xconomy team as our Wisconsin editor.

Can you join us? Please let us know either way by RSVPing to mad1111@xconomy.com.

Thank you to WARF for hosting the reception. Thank you also to our annual supporters, including the Wisconsin Economic Development Corporation (WEDC), American Family Insurance, WARF, 4490 Ventures, Arrowhead Research Corporation, BioForward, Exact Sciences, Gener8tor, Madison Gas and Electric Company, MadRep, and The Water Council.

--
Martina Toponarski
Director of Business Development
Xconomy

215 First Street, Suite 030
Cambridge, MA 02142

Office: 617-252-7320
Cell: 617-417-2756
Martina@Xconomy.com

Twitter: @MartinaTopo

www.xconomy.com

Meet the Xconomists WI Reception in Madison & Xconomists WI Meet Up in Milwaukee

At the heart of the Xconomy community is a group of world-class innovators known as the Xconomists. These invitation-only events will introduce these luminaries to other leaders in life sciences, healthtech, technology, business, and investing (approximately 150 VIP guests).

Meet the Xconomist WI Reception in Madison – November 11, 2015 at the Discovery Building (330 N. Orchard St., Madison, WI)

Event Sponsorship Benefits:

- 2 Invitations for your organization
- Identification as Event Sponsor on on-site event signage
- Pre and Post-Reception Guest Lists
- Spoken acknowledgement as Event Sponsor

Event Sponsorship Investment: $2,000

Xconomist WI Meet Up in Milwaukee – November 10 or 12, 2015 in Milwaukee (Place: TBD)

Event Sponsorship Benefits:

- 2 Invitations for your organization
- Identification as Event Sponsor on on-site event signage
- Pre and Post-Reception Guest Lists
- Spoken acknowledgement as Event Sponsor

Event Sponsorship Investment: $1,500

Both Events Sponsorship Investment: $2500

These Events Sponsorship will provide your firm with branding and exposure to Xconomy Wisconsin elite audience of entrepreneurs, CEOs, and investors (approx 150 VIP guests).

Xconomy's Innovation Community includes key leaders and decision makers in the local emerging Technology, Life Sciences, and Healthcare industries -- those who are actively involved in enterprise and value creation that will fuel future growth.

Dear Mike + Joyce,

Thank you so much for the City of Fitchburg's Sponsorship of the CEO UP and our BioScience Summit. We th appreciate your commitment to Streng this organization and the overall indu Although there were many great aspects Summit, we know there is room for improv we welcome your feedback. Since

Thank you again for your support. Th

BioforWard

growth
by association

214 N Hamilton Street, Suite 202 • Madison, WI 53703

Fitchburg Community & Economic Development Authority
City Hall, 5520 Lacy Road, Fitchburg, Wisconsin 53711
Ph: 608.270.4200 | Fx: 608.270.4212 | fitchubrgwi.gov

AGENDA
FITCHBURG COMMUNITY & ECONOMIC DEVELOPMENT AUTHORITY
THURSDAY, OCTOBER 22, 2015
7:00 A.M.

NOTICE IS HEREBY GIVEN that there will be a meeting of the Fitchburg Community & Economic Development Authority at 7:00 A.M**.** on **THURSDAY, OCTOBER 22, 2015** at the Fitchburg City Hall, 5520 Lacy Road, Fitchburg, WI. in the Meeting Room to consider and act on the following:

(Note: Full coverage of this meeting is available through FACTv and Streaming Video, accessible on the city web site at http://www.fitchburgwi.gov/677/Government-Channel)

1. **Call to Order:**
2. **Roll Call:**
3. **Approval of Minutes: August 20, 2015**
4. **Public Appearances: Non-Agenda Items**
5. **Fitchburg Christian Fellowship Church Redevelopment Update: Chuck Chvala, Representing Louis Fortis, Developer**
6. **North Stoner Prairie Comprehensive Development Plan Update: James Spahr, Developer**
7. **Meet and Greet with New City Administrator Patrick Marsh**
8. **Hotel Room Tax Report and Request Considerations: Misty Dodge**
   a. Madison Region Economic Development Business Climate Publication Ad. Requested amount: $5,745 Budgeted amount: $5,770
   b. Fitchburg Chamber Visitor and Business Bureau 2016 Business and Community Guide Ad. Requested amount: $1,365 Budgeted amount: $1,365
   c. Xconomists WI Reception. Requested amount: $2,000 Budgeted amount: $3,500 (FTN Line Item)
9. **Economic Development Director and Committee Member Reports:**
   a. City in Motion Implementation
   b. Development Updates:
   c. Venture Debt Program:
   d. Existing Business Update:
   e. Allied Area Task Force:
   f. Fitchburg Business Appreciation Luncheon: Thursday, November 12th 11:30 am until 1:15 pm at the BTC
   g. Verona Road Business Coalition:
   h. CEDA Subcommittee Reports:
   i. North Fish Hatchery Road Revitalization Efforts:
   j. Anton Drive Neighborhood Plan:
   k. Other Such Matters:
10. **Announcements:**
    a. Next Meeting Scheduled: Thursday, December 3, 2015
11. **Adjournment:**

Note: It is possible that members of and possibly a quorum of members of other government bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Fitchburg City Hall, 5520 Lacy Road, Fitchburg WI 53711,(608) 270-4200

Economic Development
5520 Lacy Road
Fitchburg, WI 53711-5318
Phone: (608) 270-4200
Fax: (608) 270-4212
www.fitchburgwi.gov

DRAFT Minutes
Fitchburg Community and Economic Development Authority
Thursday, August 20, 2015

(Note: Full coverage of this meeting is available through FACTv and Streaming Video, accessible on the city web site at http://www.fitchburgwi.gov/677/Government-Channel

1. **Call to Order:** The meeting was called to order at 7:04 am by Chairman Brown.
2. **Roll Call:** The following members were present at roll call: Julia Arata-Fratta, Stewart Brown, Dan Hardy, Dorothy Krause, Andy Potts and Arlene Silveira. Absent without excuse: Sabrina Madison. Also present Michael Zimmerman, Economic Development Director and Joyce Frey, Economic Development Specialist.
3. **Approval of Minutes: July 23, 2015** ***A motion was made by Potts and seconded by Silveira to approve the July 23, 2015 minutes. The motion carried unanimously.***
4. **Public Appearances: Non-Agenda Items: None**
5. **Consideration and Action on R-81-15 A Resolution: General Beverage for Parking within City Property** Mr. Zimmerman provided the background on the General Beverage Resolution. . General Beverage has been working with Economic Development and City staff since 2009 on a multi-phased expansion plan. General Beverage (GB) is currently on stage three of a seven phase expansion plan. In 2010, GB worked with the WisDOT to purchase the abandoned weigh station located south of their facility. At the time, WisDOT had agreed to sell GB the entire parcel which consisted of approximately five acres but ultimately only sold them less than an acre. The weigh station purchase would allow GB parking for their trucks to accommodate room for their warehouse expansion. At the time of the weigh station negotiations, WisDOT assured GB that it was done taking any additional land for right of way. Now as part of the Verona Road reconstruction project, WisDOT is taking additional land for an exit lane and some parking in the front of the building in addition to using GB's right of way for staging during construction. When GB originally moved to Fitchburg, it had over eight acres but are now down to less than five and a half acres due to both the City of Fitchburg and WisDOT eminent domain takings. GB is in need of additional parking and are asking for the ability to place parking on City property with a permit used by the City so they can accommodate their office expansion. The parcel of land in question is part of the Rails to Trails acquisition. The land has the Rails to Trails designation; however, due to the placement of the newly constructed bike bridge over McKee Road, the likelihood of this piece of land being converted to a bike trail is minimal. Another item to be noted is that the Rails to Trails designation ends at the end of GB's lot line so the path would end there without additional land purchases. Ms. Krause asked why GB doesn't purchase the remainder of the weigh station for parking. Mr. Joel Minkoff, President of GB, 6169 McKee Road, Fitchburg WI registered in support of R-81-15 and to speak and answer questions regarding the request answered Ms. Krause's question. He stated that WisDOT retained the weigh station for salt storage and has since decided to use the area for staging for the Verona Road project and that parcel is not for sale. Mr. Minkoff does not believe that his employees should be required to walk over one

half mile to get to the office. Ms. Krause asked why a map of the proposed area in question was not included in the packet. Ms. Frey stated that when the referral was sent to be included in the packet, no other information was provided such as a map. She also stated that she went to another committee's packet to get staff background to include in the CEDA packet. Mr. Potts provided CEDA members with an aerial view of the parcel via Google maps.

A motion was made by Hardy and seconded by Arata-Fratta to recommend approval of R-81-15. Ms. Krause asked that a roll call vote be taken. Roll call: Arata-Fratta: yes, Brown: yes, Hardy, yes, Krause: no, Potts: yes and Silveira: yes. The motion carried 5-1.

6. **2016 Proposed 2016 Economic Development and CEDA Budget: Michael Zimmerman** Mr. Zimmerman went through the Economic Development and CEDA budgets line by line. He noted that with the new hotel room tax legislation, next year's budget will change dramatically. The new legislation will change how the funds will be split. Currently, CEDA retains approximately fifty percent of the funds to be allocated for marketing and tourism after splitting the funds with the Fitchburg Chamber Visitor and Business Bureau (Fitchburg Chamber VBB), Greater Madison Convention and Visitor Bureau and the Madison Area Sports Commission. Of these funds, ten percent stays with the City for administration and approximately twenty five percent goes to fund the Economic Development Staff's salaries. When the new legislation is enacted in 2017, CEDA will retain thirty percent of the funds with ten percent for administration and twenty percent towards Economic Development Staff's salaries, which is not sufficient to cover the cost. Since Mr. Zimmerman and Ms. Kinderman of the Fitchburg Chamber VBB have been aware that this legislation has been proposed the last couple of years, they have positioned the Chamber VBB to take over the role of the destination marketing organization and have already constituted a "tourism committee" as required by the legislation. Ms. Silveira asked who initiated the legislation. Mr. Zimmerman stated that it was coming from the hotel industry. Mr. Potts shared that the change was to ensure that the hotel room tax dollars were being used according to the law and that some communities were misusing the funds. There were some communities such as Madison and Milwaukee which were grandfathered in but now will be subjected to using the 70 percent allocation requirement. Mr. Zimmerman stated that there will be a work group to develop a business model for collaborating with the Chamber VBB and the City on instituting the new legislation and still enabling both the City and Chamber VBB to do the same types of activities, sponsorships and memberships as we currently have. This group would also work with City Administration and City Attorney on rewriting the City's hotel room tax ordinance and the agreement would need a clear set of expectations as we currently collaborate on several projects. Mr. Hardy volunteered to be on this work group. **Mr. Potts left the meeting at 8:03 am.** CEDA members asked about the business luncheon and if the luncheon broke even, if we asked for sponsors and why the Chamber VBB does not host the luncheon. Staff responded that the luncheon is subsidized by the City and that it is difficult to ask for sponsors from our businesses when the intent of the luncheon is to show our appreciation for them. The City sponsors and organizes the luncheon because not all Fitchburg businesses are Chamber members and our list also includes organizations that we do business with or they have done business with us such as developers, real estate professionals, bankers etc. Mr. Zimmerman shared his formula as to how he estimates the hotel room tax revenues. Ms. Krause asked about promotional funds for the Fitchburg Star. Mr. Zimmerman stated that the Economic Development budget does not have an "advertising" line item and that most advertising is paid via hotel room tax dollars. Ms. Arata-Fratta asked about the acquisition of the Town of Madison and how the City is preparing for this to take place. Mr. Zimmerman shared that this is something that should be asked of the Council and Administration but believes that work is taking place on gathering information. She asked about what will be coming to Fitchburg? It was noted that the City boundaries will contain the Novation Campus and Southdale Neighborhoods, the block north at the corner of Greenway Cross and Fish Hatchery (Zimbrick Dealerships) and the Town of Madison Town Hall. A CEDA member asked Ms. Dodge when the budget will be finished. She said the budget will be on the September 25th Council agenda and final approval will take place in November.
7. **Hotel Room Tax Report and Request Considerations: Misty Dodge** Ms. Dodge was present and reviewed the new hotel room tax report that was prepared by the finance department. The report now includes information on all accounts that balance with City ledgers. Ms. Dodge reported that the hotels now have the ability to complete the hotel room tax reporting online and thanked the IT Department, Finance and Economic Development staff for working on this initiative. Ms. Arata-Fratta

asked what Madison Development Corporation is and how the loans are made. Since Mr. Hardy serves as the CEDA liaison to MDC he answered her questions stating that the fund is made up of several area banks and municipalities that provide loans to early stage bioscience and tech companies who have been through one or two rounds of fundraising. The companies are evaluated by experts in their industry. These loans are made to bioscience and technology based companies. They must show that they have a future income stream cover the repayment of the loan. CEDA members complimented Ms. Dodge on the new report format and for taking the time to come in and go through each line with them. CEDA felt the report was very organized and easy to read and understand.

a. Fitchburg Map Ad: Requested amount: $1,000 This is not a budgeted item. ***A motion was made by Hardy and seconded by Silveira to purchase the back cover of the Fitchburg Street Map produced by the Fitchburg Chamber Visitor and Business Bureau. The motion carried unanimously 5-0.***

8. Economic Development Director and Committee Member Reports:

a. City in Motion Implementation: Mr. Zimmerman received a proposal from Vandewalle to update the City in Motion document since several of the action items have been complete. The proposal is for $10,000 with the funds possibility coming from a TID. He would like to have the update include more diversity and entrepreneurial initiatives. He would also like to bring the FNET group together to provide them with an update and input on the initiatives. Staff is finalizing the civic campus signage design, a vendor has been selected and waiting on funding approval from the City, Senior Center and Library. Once those approvals have been complete, we hope to have the vendor start in September on the project. The next proposed civic campus signage project will be two monument signs, one located on Lacy Road and one on Research Park Drive. Ms. Krause asked about civic campus directional signage. Mr. Zimmerman shared that directional signage will be in the next phase based on funding sources. In addition to City design and approval of all civic campus signage, Fitchburg Center must sign off as well.

b. Development Updates: A site plan has been presented to the City for the Fitchburg Christian Fellowship Church development. With a site plan presented, staff can start to work on the design of the Pike/Eggiman Road intersection and extension. The developer hopes to break ground yet this year. There has been some interest in the Orchard Pointe lots.

c. Venture Debt Program: No report.

d. Existing Business Update: Thermo Fisher representatives met with staff regarding the Verona Road reconstruction project and access issues due to the impact of the Williamsburg Way interchange. All-Juice has expressed an interest in constructing a new plant at their present location. Staff is looking into whether or not they can still have access to their high-capacity well. Certco, Saris and General Beverage are looking into expansions. Mad Power Training in the former Dry Bean is doing extensive renovations to their building. Benjamin Investments TID request will be a discussion item at the Council meeting on Tuesday evening. Benjamin Investments have submitted their three story conceptual building designs to the City.

e. Allied Area Task Force: No meeting scheduled as the City of Madison is determining if the committee is still needed or if they can achieve their needs via the Neighborhood Response Team.

f. North Stoner Prairie and Northeast Neighborhood Plans: Sub-Zero received their rezoning and CSM approval at the Plan Commission Tuesday evening. The project scope has expanded to 400,000 square feet with 300 jobs over a three year period. A business neighborhood meeting was held at the Bakke Center to provide an update to the neighbors. Staff is working on a neighborhood email list for construction notifications. Northeast Neighborhood is currently in litigation.

g. Verona Road Business Coalition: There is a meeting today with Nancy Mistele with the Office of Business Development with the Department of Administration and Craig Thompson, TDA to discuss the Verona Road funding and the economic impact study that was completed for the TDA.

h. CEDA Subcommittee Reports: Mr. Zimmerman will discuss a revolving loan fund inquiry with Mr. Hardy and Ms. Arata-Fratta to see if it falls within the guidelines.

i. North Fish Hatchery Road Revitalization Efforts: TIF 7 is ready to close, we are working with Mike Harrigan, with Ehlers, about capitalizing a housing redevelopment fund.

j. Anton Drive Neighborhood Plan: An amendment through the CIP process was passed to include funding from our private sector partners, Wingra Stone. In addition to a contribution from Wingra Stone, staff is applying for a BUILD grant. The applications are due on September 4th. With these two unsecured funding sources, the starting date for the neighborhood study is on hold.

k. Other Such Matters: None.

9. Announcements: None.

10. Adjournment: ***A motion was made by Hardy and seconded by Silveira to adjourn at 8:57 am. The motion carried unanimously.***

a. Next Meeting Scheduled: Thursday, September 24, 2015

BUSINESSCLIMATE

MADISON REGION
ECONOMIC DEVELOPMENT

MADISON REGION
ECONOMIC DEVELOPMENT

Dear Business Leader,

The Madison region is becoming known worldwide as an innovative leader in industry, higher education and quality of life. As always, Madison Region Economic Partnership (MadREP) is committed to telling our story in ways that continue to grow current business relationships while also attracting
new businesses. With your help, we intend to further promote the eight-county Madison region to those who play an integral role in our economic development. We want to showcase our region's business and growth opportunities, as well as tout our unique quality-of-life amenities.

That's why we have partnered for the third time with Journal Communications, an award-winning custom publisher that specializes in economic development and reaches a critical niche audience around the globe, to implement a marketing initiative that shines a spotlight on our region. The centerpiece of this marketing strategy is *Madison Region Economic Development*, a high-quality print publication distributed to talent prospects, site selectors, and key economic development and government partners. The print magazine is accompanied by a companion website and digital version of the magazine viewable online and on mobile devices. This provides magazine advertisers with year-round exposure on multiple media platforms.

- **Magazine**: Promote your region's strengths through the print magazine, which features stunning photography and engaging editorial content.
- **Website**: Browsers searching our area can find expanded content of the magazine, including photos and more, on businessclimate.com/madison-region.
- **Digital Magazine**: View our magazine online anytime, expanding the target reach for potential newcomers and businesses.
- **Tablet/Mobile**: Reach a growing segment of your target audience with content optimized for Apple and Android devices.

I encourage you to take this opportunity to expand your reach and reinforce your brand to more potential customers through this annual promotional program.

A representative will be in the area for the next few weeks to talk about advertising options in the next magazine. To request a meeting and learn more about advertising opportunities, please email sales@jnlcom.com or call (800) 333-8842 Ext. 292.

Thank you for your continued support in this joint effort to promote the Madison region.

Sincerely,

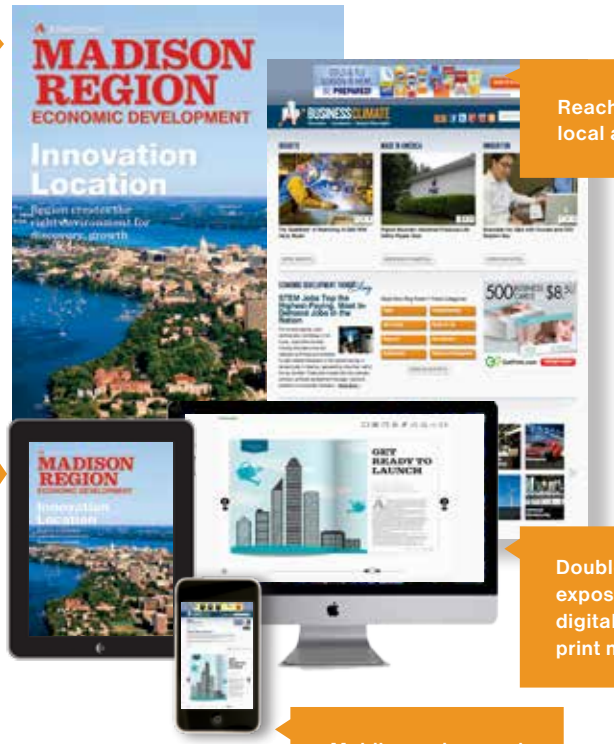
Paul Jadin
President
Madison Region Economic Partnership

To view issues of the digital magazine from previous years, go to **en.calameo.com** and search for *Madison Region Economic Development.*

Brand Exposure

Content mix that resonates with audiences to promote your area and attract newcomers, visitors and relocation businesses.

Showcase your region's strengths through stunning photography and positive stories



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- Customized Mailings to Business Decision Makers by Geography, Size and Revenue
- Targeted Mailings to Corporate Real Estate Executives
- Targeted Mailings to Site Location Professionals
- Targeted Mailings to Key Community Influences
- Distribution in Relocation Packets from Real Estate Firms
- Distribution Through Regional Partners, Including Major Employers and Local Governments
- Distribution at Trade Shows and Events
- Public Places Distribution at Select Business-Oriented Locations Including Airports, Business Hotels and Meeting Spaces
- Digital Magazine on Businessclimate.com/madison-region
- Promotion of the Madison Region's Content Through Businessclimate.com blog, Twitter and Facebook channels

TARGET AUDIENCE:

- C-Level Business Decision Makers
- Corporate Real Estate Executives
- Site Location Professionals
- HR and Recruitment Professionals
- Top Employers
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- Key Influencers

KEY INDUSTRIES:

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- Advanced Manufacturing
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- Showcases your area's strengths through stunning photography and positive stories written by professional journalists.

Digital Magazine

Users have instant access to your magazine whenever they want and wherever they are.

- Your magazine, including your advertisement, is online at **BusinessClimate.com**.
- Links throughout the digital magazine deliver instant access to more information.
- Contains the same content as the print version.

National Exposure

Your website is available 24/7, allowing you to expand your distribution. Your state has a presence on **BusinessClimate.com**, a nationally recognized website offering insights and analysis of business climates throughout the United States, spotlighting innovative companies and entrepreneurs.

Interactive Mobile Versions

Your magazine is optimized for Apple and Android devices to make sharing your area's success stories simple for those readers constantly on the go. The tablet version capitalizes on a growing segment of your target audience.

survey says

Magazines rank No. 1 at influencing consumers to start a search online, higher than new media options.
(source: BIGresearch Simultaneous Media Usage Survey)

Video

Engaging videos give viewers the opportunity to experience the vitality and individuality of your region.

"Video provides that extra level of experience on a website that helps build an emotional connection to the visitor."

(Source: *The Wall Street Journal*)

100% Share-of-Voice Online

These opportunities deliver site dominance, exclusivity and content that complements your brand message through:

- Video sponsorships
- Digital and tablet magazine sponsorships
- Display ad packages
- Full banner on home page, facts page, or photos and videos page

Premium Customization

Special Section – a custom magazine within a magazine – in both print and online:

- Sponsored multipage publication that showcases your company or organization.
- Advertorial produced by the same photographers, writers and editors as the magazine.
- High-quality marketing tool with 1,000 overruns
- Stand-alone digital magazine available online with a unique URL.

Message Impact

The high editorial and online standards enhance your brand impact:

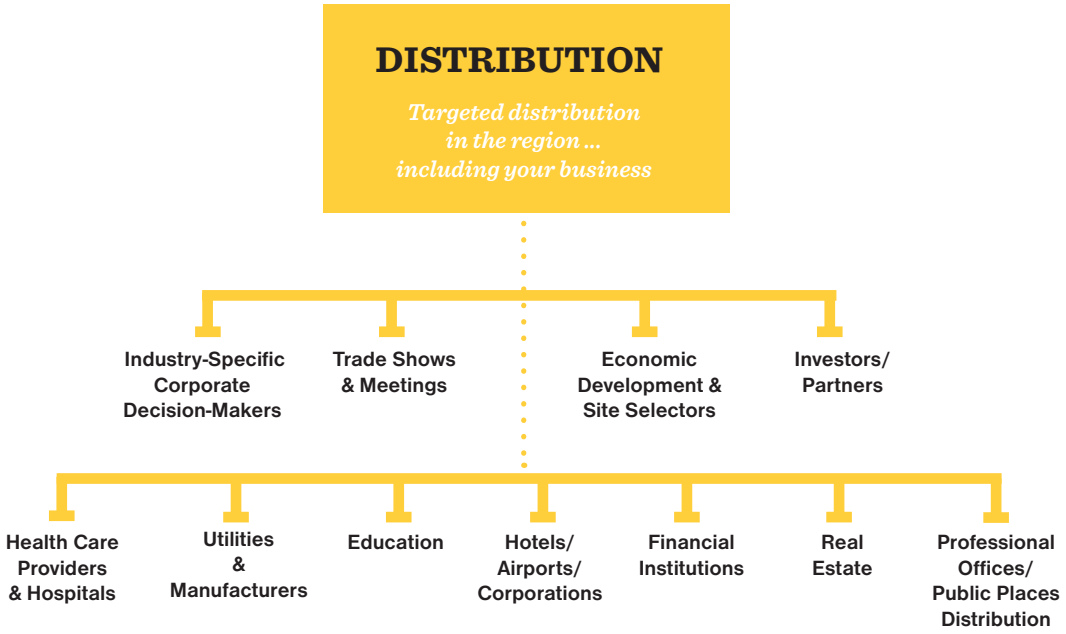
- Content and design compel readers long enough to see your advertising message.
- Your credibility increases by association with an objective, high-quality publication.
- Increase frequency and exposure of your brand with premium ad placement opportunities, which also increase reader recall.
- Online ads that parallel print placement increase brand recognition.

survey says

95% of the total magazine audience still consumes magazine content and advertising in print form, and almost half of the audience overlapped, consuming both print and digital channels. (source: Affinity)

TARGETED RESEARCH

Targeted distribution ensures that you reach new and existing businesses and potential employees by utilizing the most relevant tools in content marketing: print, online, video, tablet and digital magazine.



MAGABRAND

Relevant editorial content and captivating photography engage readers and drive them online for more information. A magabrand is a magazine brand that extends across multiple media platforms so that a reader can find you, using the most relevant tools in content marketing. Whether it be a print magazine, website, digital magazine, tablet or mobile version, access to your brand is always at the readers' fingertips.

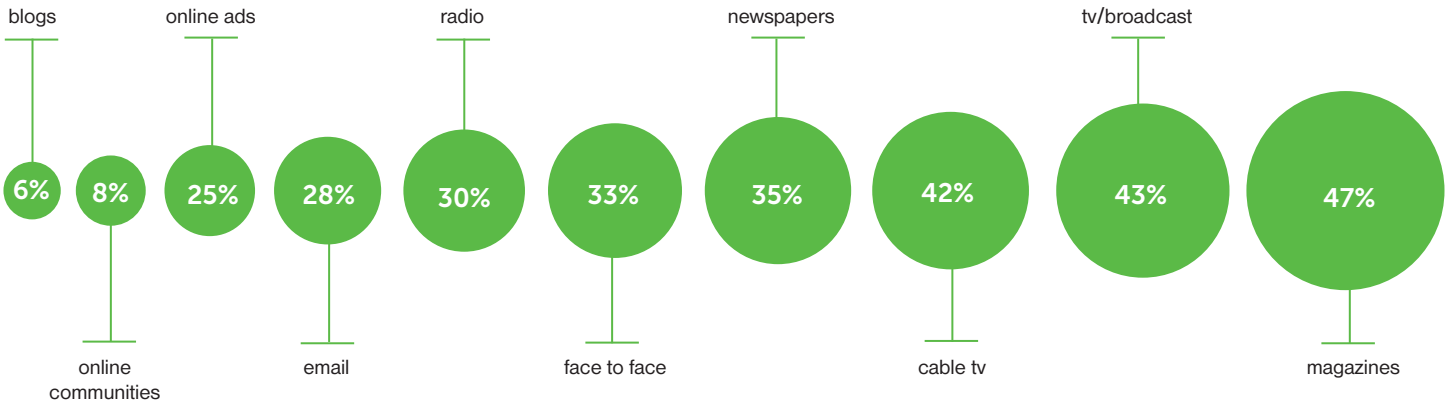
Relationship Between Print and Online

- Research shows that the symbiotic relationship between print and online is becoming increasingly evident.

- The U.S. Postal Service reports that consumers who receive catalogs in the mail are more than twice as likely to make an online purchase.

In an age of interruption, magazines engage readers. Magazines are the No. 1 medium driving online searches. (Source: *JupiterResearch*)

Percent of population influenced by medium



TIME-AD IMPACT RATIO

- Because of a magazine's engagement factor, it has a higher time-ad ratio impact than any other medium, relative to time spent.
- Readers are more likely to be impacted by an ad seen in a magazine than any other medium, such as television or radio.
- Reading a magazine is an intimate, involving experience that fulfills the personal needs and reflects the values of the reader. This is one reason the average reader spends more than 43 minutes reading a magazine.

BRAND EXPOSURE DURATION (BXD)

- This entire program is designed to maximize your brand exposure duration (BXD).
- The more time people can spend with your business's message, the better.
- The fact is that time spent = engagement. In an age when people are filtering out mass media, our content reaches people when and where they want information.

BUSINESSCLIMATE.COM

BusinessClimate.com gives your area national exposure to a highly targeted business audience. This rapidly growing website offers insights and analysis of business climates throughout the United States, spotlights innovative companies and entrepreneurs, and serves as a valuable resource for site selection and corporate relocation professionals. The site also features specialized content such as Made in America, which highlights signature products manufactured in the United States.

- Visitors from 6,700 cities
- Visitors from 128 countries
- Average time on site: 1:12
- Year-over-year visits up 47% (trending)
- Page views for 2015 up 48% from 2014 (trending)

Top 5 Cities Visiting BusinessClimate.com

- New York
- Nashville
- Chicago
- Houston
- Los Angeles

Top 5 Countries Visiting BusinessClimate.com

- United States
- India
- Canada
- United Kingdom
- Brazil

ONLINE

Connect Directly to Your Target Market

Effective advertising is about finding your audience, maximizing your brand exposure and reaching a defined demographic. Get your message out to an audience of prospective site selectors and new businesses, and increase your brand familiarity with your advertising on BusinessClimate.com.
A national niche website, **BusinessClimate.com** offers engaging content – articles, photo galleries, a digital tablet magazine and videos – all extending time spent on your site and with your brand. Own a content environment and complement your branding message. Even better – ensure exclusivity by branding with 100% Share-of-Voice.

BUSINESSCLIMATE.COM – ADDED VALUE!

1 Link on Home Page

A link is included on the home page and across the entire website, increasing name recognition and making it easy for users to link directly to your website.

2 Inclusion in Digital Magazine

Your ad not only appears in the digital magazine but also clicks through to your designated website – increasing your exposure across multiple platforms.

3 Display Ads

Display ads will link to your website, expanding reach and branding opportunities. One of these display ads is included in your integrated media package.

3a Medium Rectangle
3b Leaderboard
3c Half Rectangle

(Display ads available on home page, content-specific or general placement)

DIGITAL

Digital & Tablet Editions

Connect with those readers constantly on the go. The digital version of the print magazine makes sharing your business' success stories simple, whenever and wherever the reader wants, on a desktop, tablet or mobile device.

82% of digital readers find interactive magazines to be more engaging.
(source: Magazine Media Factbook)

DIGITAL MAGAZINE

- Your magazine, including your advertisement, is also digital on BusinessClimate.com. Live links throughout the digital magazine drive visitors straight to your website, delivering instant access to more information.
- It contains the same great content as the print version.
- Quickly links to other websites for additional information to the reader.
- Share tools – The digital version makes it easy to share your brand with social media sites such as Google+, Facebook, Twitter, Pinterest and many more.
- Tablet-friendly – The digital guide can be viewed on any iPad or Android tablet with easy navigation, instant links and more.

survey says

Nearly 8 in 10 digital readers report display ads in digital magazines as more authoritative, credible and trustworthy than banner ads.
(source: Magazine Media Factbook)

SPONSORSHIPS

Connect Directly to Your Target Market

100% SOV DISPLAY ADVERTISING

You will receive branding in a category of your choice with the Interactive Advertising Bureau's universal and consistently performing ad units. Your choice of branding includes: Business Climate, Cool Companies, Demographics, Education, Health Care, Livability, Photos & Video, Top Industries and Transportation.

1 Leaderboard

Appearing at the top of the page, leaderboards are designed to highlight key messages and provide increased presence.

- Home Page Placement
- Content-Specific Placement
- General Placement

2 Medium Rectangle

Positioned within the editorial content, the medium rectangle has generous dimensions – giving you ample space for design and information.

- Home Page Placement
- Content-Specific Placement
- General Placement

3 Half Rectangle

Effective for presenting direct messages to viewers, this real estate allows for attractive, flexible and eye-catching components.

- Home Page Placement
- Content-Specific Placement
- General Placement

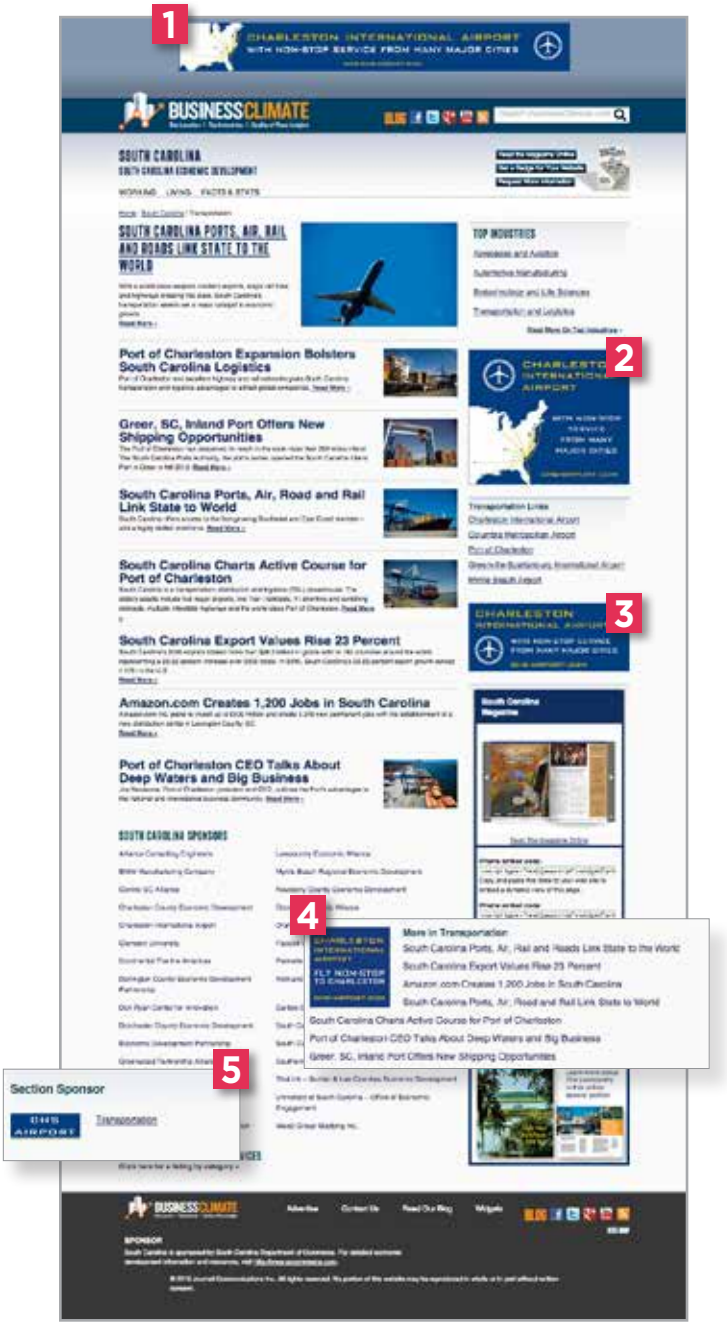
4 Square Button

This ad size is very common on websites and blogs, and allows you a variety of design opportunities.

- Article Page Placement

5 Microbar

Home page presence in sponsored content box

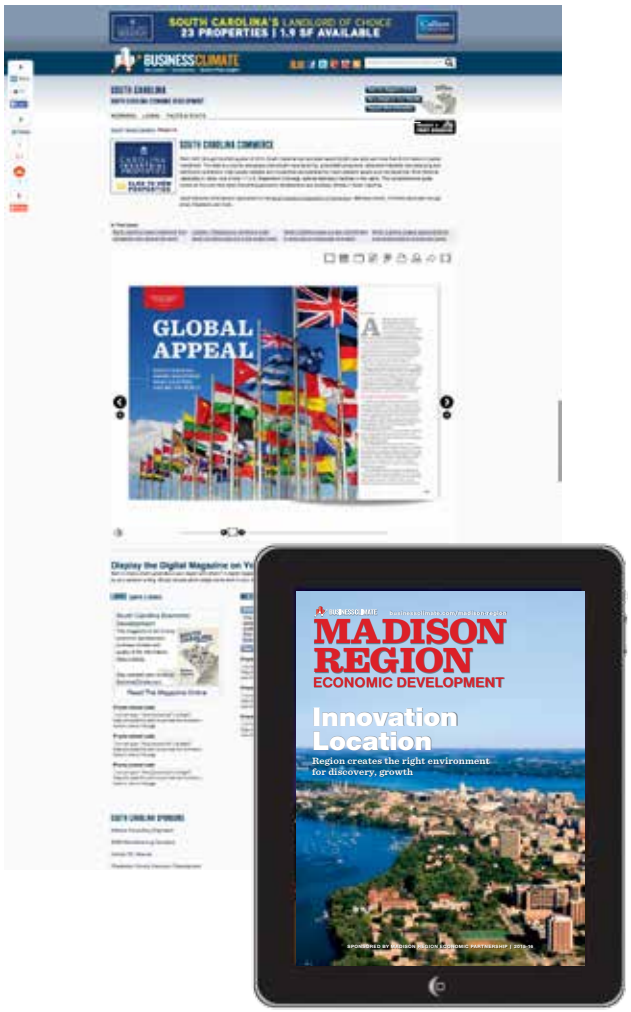


survey says

60% of digital magazine readers go to an advertiser's website, and 55% tried a new product or idea they found in their digital edition. (source: Magazine Media Factbook)

100% SOV Digital Magazine & Tablet Sponsorship

Exclusive sponsorship of the online digital magazine features a multi-expanding banner display ad at the top of the magazine page, a static rectangle ad anchored above the magazine, a logo treatment and tagline on the cover, and a tagline with sponsor's name on each page of the digital and tablet versions (excludes advertisement pages).



100% SOV Video Sponsorship

Your 15-30 seconds of pre-roll inline movie/slideshow ad or graphic ad can be located on your area's home page.

100% SOV Full Banner Sponsorship

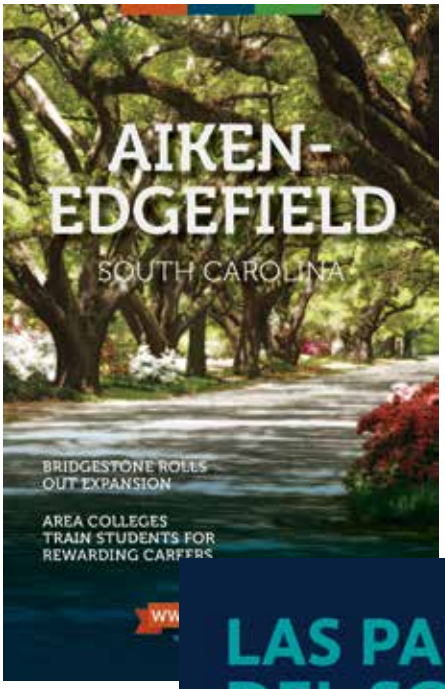
- Available on the home page, demographics page, photos and video page the entire time the user is on the page.
- Anchored at the bottom of the browser as the user scrolls up and down the page.

CONTENT MARKETING

8- or 16-Page Special Section

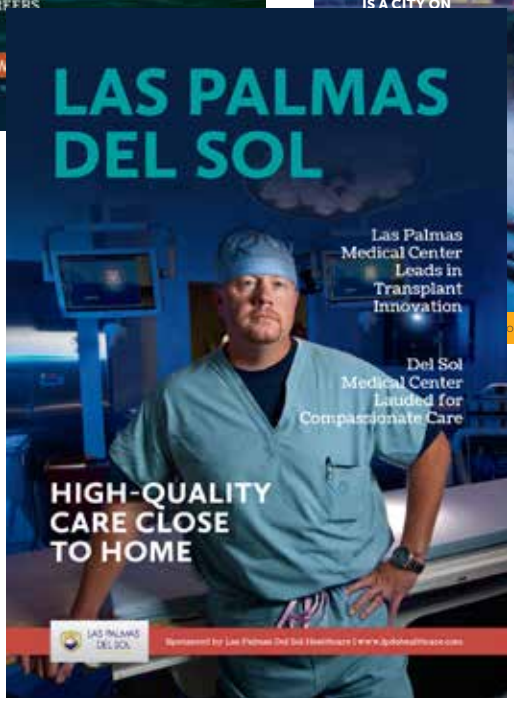
Tell your story in a customized, cost-effective special section. Enlist the help of professional writers, photographers, editors and designers to showcase your business. An 8- or 16-page special section (inserted in your magazine) and online presence on BusinessClimate.com will extend your brand across multiple media platforms, and enrich your own website with additional Web-exclusive editorial content.

CHOOSE FROM THREE CONTENT AREAS TO FIT YOUR MARKETING GOALS:



Community Profile

Economic Development



Major Community Stakeholders: Colleges, Hospitals, School Systems, Utilities, Individual Businesses

HOW CAN I USE THESE MARKETING TOOLS?

Your special section is a great tool to promote your business and your cause and can be used in a variety of ways, including:

Recruit staff, students, relocating business and/or families

Showcase new or enhanced **facilities and programs**

Educate businesses and site selectors

Enrich **Web communications and social media profiles**

Extend branding in print and online at places such as **trade shows and events**

Send out as a **direct mail piece** to customers and prospects

Provide content for **reports and newsletters** to customers and/or constituents

Highlight the region's **individuality** and **vitality** – its **quality of place**

Program Highlights

1 PRINT

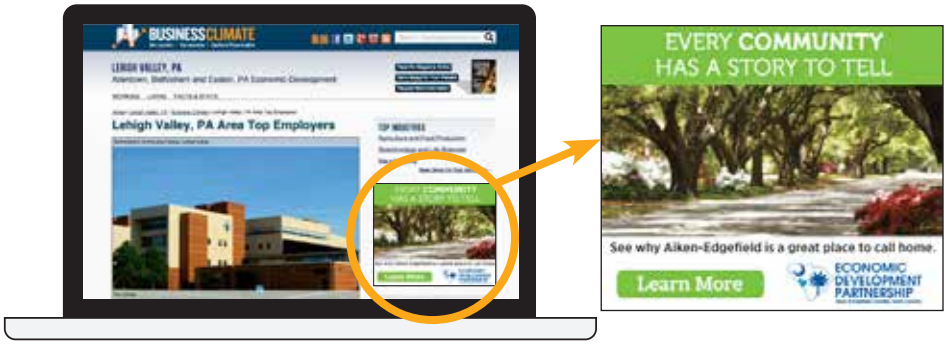
In addition to the exposure you'll receive through the targeted print distribution network, you will receive 1,000 copies of the special section to use as your stand-alone marketing piece.
Choose from:

- 8 or 16 pages
- Two sizes (full magazine or digest size)
- Three content categories (to the left)

2 EXPOSURE ON BUSINESSCLIMATE.COM: DIGITAL MAGAZINE

Your special section will also be prominently displayed inside your community's digital magazine as an interactive stand-alone feature that enriches your own website. Your digital special section allows users to go "beyond the page" by using links throughout to instantly access more information.

BUSINESSCLIMATE



INCLUDED:

- Special section included in print and digital magazines
- Special section digital magazine page on BusinessClimate.com city site
- Turnkey development of a marketing landing page on BusinessClimate.com, including content from your special section and links to your website
- Medium rectangle online ad placed throughout place pages on BusinessClimate.com promoting your special section
- 1,000 print copies of the special section on magazine paper/stock

Interested in thicker paper copies?
Our standard copies print on magazine paper, but we offer a paper upgrade if you're looking for a more substantial brochure.

3 EXPOSURE ON BUSINESSCLIMATE.COM: ONLINE AD

We will create an attractive medium rectangle ad to be placed throughout place pages promoting your special section.

BUSINESSCLIMATE

4 EXPOSURE ON BUSINESSCLIMATE.COM: MARKETING LANDING PAGE

This landing page will feature the online digital version plus short copy blocks that will link to full articles from your special section, as well as link to your own website.

BUSINESSCLIMATE

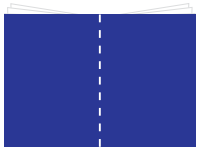
SPECS

Product Specifications

Maximize your impact when selecting ad sizes.
You have to show up to be seen … and be seen to be remembered.

Print Sizes

Two-Page Spread
Bleed size: 16"w x 11.125"h
Trim: 15.75"w x 10.875"h
Live area: 15.25"w x 10.375"h
Allow .25" for gutter on each side



Full-Page Bleed
Bleed size: 8.125"w x 11.125"h
Trim: 7.875"w x 10.875"h
Live area: 7.375"w x 10.375"h

Feature Jump
Bleed size: 16"w x 5.625"h
Trim: 15.75"w x 5.5"h
(left/right side & bottom)
Live area: 15"w x 4.625"h
Allow .25" for gutter on each side

2/3 Vertical Bleed
Bleed size: 5.28"w x 11.125"h
Trim: 5.03"w x 10.875"h
(right-hand read)
Live area: 4.53"w x 10.375"h

1/2 Horizontal Bleed
Bleed size: 8.125”w x 5.625”h
Trim: 7.875”w x 5.5”h
(Left/right side & bottom)
Live area: 7.375”w x 5.25”h

1/2 Horizontal
6.5”w x 4.625”h

1/2 Vertical
4.125”w x 6.5”h

1/3 Vertical Bleed
Bleed size: 3.06”w x 11.125”h
Trim: 2.81”w x 10.875”h
(right-hand read)
Live area: 2.31”w x 10.375”h

1/3 Vertical
1.937”w x 9.375”h

1/3 Horizontal
4.125"w x 4.625"h

1/4 Horizontal Bleed
Economic Profile
Bleed size: 8.125”w x 3.125”h
Trim: 7.875”w x 3”h
(Left/right side & bottom)
Live area: 7.37”w x 2.75”h

1/8 Horizontal
3"w x 2.25"h

Home Page

Article Page

Online Sizes

1 Leaderboard
728 pixels wide x 90 pixels high

2 Medium Rectangle
300 pixels wide x 250 pixels high

3 Half Rectangle
300 pixels wide x 125 pixels high

4 Square Button
125 pixels wide x 125 pixels high

5 Microbar
88 pixels wide x 31 pixels high

6 Full Banner
960 pixels wide x 90 pixels high
(can be submitted as a static or animated file)

Video Specifications

JCI-Produced Video Ads: 15 seconds
7 Home Page Video Sponsorship

Material Requirements:

- Up to five photos – saved as high-resolution JPEGs (300 dpi)
- Company logo – saved as a high-resolution JPEG (300 dpi)
- Copy or tagline of up to two seconds

Submitted Video Ads: Up to 30 seconds

File Format Requirements:

- High-resolution Quicktime .mov or .dv file, uncompressed
- Aspect ratio: 16:9
- Submit via FTP

Digital Magazine Sponsorship (NOT PICTURED)

Multi-Expand Banner = 960 pixels wide x 360 pixels high
Collapsed Banner = 960 pixels wide x 90 pixels high
Rectangle = 180 pixels wide x 150 pixels high

SUBMIT

Digital Submission Guidelines

Product Information

- A color PDF proof will be sent for approval prior to publication (ads set by JCI only).
- Basic typesetting and layout included in rate
- Custom production will be subject to additional charges
- Please note: The quality of materials is the responsibility of the supplier.

Ads Produced by JCI
Photo/logo scans, images and artwork must be:

- Scanned/created at 300 dpi or higher to size. (Photos or logos from websites cannot be accepted due to low print quality).
- Set up grayscale or CMYK
- Saved as TIFF, JPEG, EPS or high-resolution PDF files

Supplied Files Policy

Journal Communications is not responsible for enhancing advertisers' digital files or resizing to match the ad space purchased.

If any additional work is necessary or if files deviate from the size or specifications on this form, the files will be rejected and must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a $50 processing fee.

Any extra charges incurred by Journal Communications due to problems with supplied files will be billed to the advertiser with a detailed explanation of the problem.

Proofing Policy

We do not provide a proof for ads we do not produce. It is understood that the files are set up as the advertiser intended and were approved prior to submission to Journal Communications.

Please provide a color proof for content reference (SWOP preferred).

Print and Online Submitted Ads

- Print ads submitted as a high-resolution (300 dpi) PDF (PDF/X-1a)
- Online ads submitted in one of the following formats: GIF, Animated GIF, JPEG or Flash. If submitting Flash, also supply a backup GIF to users who do not have the Flash plug-in. Files may not exceed 45 KB. Additionally, the linking URL must be provided.

Animated Web Ad Specifications

- **Required Files**: All rich media ads must be submitted as a .swf or .fla file with a backup .gif or .jpg file. The .fla file is used for troubleshooting only. If the user does not have a Flash player installed on their machine, a backup .gif or .jpg will be served.

Animated Web Ad Specifications (cont)

- **ClickTAG**: All ad units must be coded properly for click tags and launch a new browser window when clicked on. If files do not contain the proper coding or deviate from the specifications on this form, the file will be rejected and must be resubmitted.

  DoubleClick supports ActionScript 2 in the following environments: Flash 8, Flash 9 and Flash 10 (Adobe CS5 and CS6) and ActionScript 3 in Flash 9 and Flash 10 (Adobe CS5, CS5.5 and CS6).
- Adding a clickTAG to a Flash ad: Go to **www.flashclicktag.com** for information on how to insert a clickTAG ActionScript into a Flash file.

Submitted Video Ads: Up to 30 Seconds
File Format Requirements:

- High-resolution Quicktime .mov or .dv file, uncompressed
- Aspect ratio: 16:9
- Submit via FTP

Submit to:

FTP
www.jnlcom.com/ftp

Username: ads
Password: client

- Upload files and complete the contact information form. Once files are uploaded, a message indicating a successful transfer will be posted. Detailed FTP instructions are available from your sales rep.

Email (ads@jnlcom.com)

- Include business name, magazine name and ad size in your email message.
- Compress your files into a single compressed, self-extracting file. We can only accept file sizes less than 10 MB.
- Email your files to ads@jnlcom.com.

Disk

- We accept Mac-formatted CDs/DVDs. Please email PC-formatted files.
- We hold supplied disks until publication. If you would like your disk returned, submit a self-addressed stamped envelope. Allow 6-8 weeks after publication for a returned disk.

JOURNAL COMMUNICATIONS
CUSTOM MEDIA. CUSTOM CONTENT.

725 Cool Springs Blvd., Suite 400
Franklin, TN 37067
sales@jnlcom.com
(800) 333-8842 Ext. 292
F: (615) 296-0461

JOURNAL COMMUNICATIONS
CUSTOM MEDIA. CUSTOM CONTENT.

ADVERTISING CONTRACT/INVOICE

REMIT TO: 725 Cool Springs Blvd., Suite 400 • Franklin, TN 37067
(615) 771-0080 • (800) 333-8842 • Fax: (615) 296-0461

This is an order and authorization to secure advertising space with Journal Communications Inc. All advertising orders are accepted subject to the terms and provisions of this contract and/or the current pricing.

Rev. 7/14

PUBLICATION: Madison Region Economic Development

Issue: ■ 2016 V.3 ❑ _____ ❑ _____ ❑ _____ ❑ _____ ❑ _____

Materials Deadlines: 11/5/15 _____ _____ _____ _____ _____

Note: If materials are not received by this deadline, we will produce an ad containing company name and address to be inserted in contracted space. See Terms and Conditions on reverse side of Contract.

BILL TO: ■ ADVERTISER/CLIENT

Company Name: City of Fitchburg
Street Address: 5520 Lacy Rd.
City/State/ZIP: Fitchburg, WI 53711-5318
Billing Address: same as above
City/State/ZIP:
Contact ❑ Mr. ■ Ms. Joyce Frey (Name)
Phone (608) 270-4246 Fax (608) 270-4212
Email: joyce.frey@fitchburgwi.gov
Web Address: www.fitchburgwi.gov

Product/Service ▸ Government
History ▸ Renewal Status ▸ Member

TRAVEL PUBLICATIONS
Region ▸ Select One
Destination Page _____
Section/Category ▸ Select One

BILL TO: ❑ AGENCY/OTHER P.O./I.O. # _____

Company Name
Billing Address
City/State/ZIP
Contact ❑ Mr. ❑ Ms. (Name)
Phone ( ) Fax ( )
Email
Web Address

PRINT AD SUBMISSION INFORMATION (see reverse for guidelines)

- ❑ **Digital Ad** – Provided print ready by Advertiser/Agency (Please reference the Publication Digital Submission Form*.)
- ❑ **JCI Set Ad** – Original/Formatted Ad produced by Journal Communications Inc. (Required ad materials include text, art, and layout. Please reference our Digital Submission Form* if submitting files digitally.)
- ■ **Repeat As Is** – from past JCI Publication (Files from JCI are kept on file for one year from publication date.)
- ❑ **Repeat with Changes** – Changes must be submitted in writing (Changes cannot be made to an ad that was submitted print ready the previous year.)

Instructions:
However option to change is available by deadline.

AD SPACE

Ad Type ▸ Integrated Media Package
Number of Issues ▸ 1

PRINT	PER ISSUE	TOTAL	OFFICE USE ONLY Order#
• Ad Size ▸ Full Page	$ 5,745.00	$ 5,745.00	
Print Paid Location #2 Facing Table of Contents	$	$ 0.00	
Print Paid Location	$	$ 0.00	
• Ad Size ▸ Select One	$	$ 0.00	
Print Paid Location	$	$ 0.00	
Print Paid Location	$	$ 0.00	
❑ Direct Marketing (DM Addendum)	$	$ 0.00	
❑ Map Sponsorship	$	$ 0.00	
ONLINE			
• Ad Size ▸ Leaderboard	$	$ 0.00	
Paid Placement Home Page Top			
Video			
• Ad Size ▸ Select One	$	$ 0.00	
Paid Placement			
• Ad Size ▸ Select One	$	$ 0.00	
Paid Placement			
• Ad Size ▸ Select One	$	$ 0.00	
Paid Placement			
• Ad Size ▸ Select One	$	$ 0.00	
Paid Placement			
• Ad Size ▸ Select One	$	$ 0.00	
Paid Placement			
Video			
❑ **Additional Advertising Listing**	$	$ 0.00	
Advertiser			
URL			
❑ **Additional Advertising Listing**	$	$ 0.00	
Advertiser			
URL			
❑ **Listings Total (Attach Listing Addendum)**	$	$ 0.00	
SUBTOTAL		$ 5,745.00	
Other	$ 0.00	$ 0.00	
Other	$	$ 0.00	
Other	$	$ 0.00	
Other	$	$ 0.00	
Shipping & Handling # of Magazines		$ 0.00	
TOTAL CONTRACT DUE		$ 5,745.00	
Less Payment w/Contract		$	
BALANCE DUE		$ 5,745.00	

Enter a minus sign if a number is to be deducted

ONLINE AD SUBMISSION INFORMATION

- ❑ **Digital Ad** – Provided print ready by Advertiser/Agency (Please reference the Publication Digital Submission Form*.)
- ❑ **JCI Set Ad** – Original/Formatted Ad produced by Journal Communications Inc. (Required ad materials include text, art, and layout. Please reference our Digital Submission Form* if submitting files digitally.)
- ■ **Repeat As Is** – from past JCI Publication (Files from JCI are kept on file for one year from publication date.)
- ❑ **Repeat with Changes** – Changes must be submitted in writing (Changes cannot be made to an ad that was submitted the previous year.)

Instructions:
However option to change is available by deadline.

VIDEO

- ❑ **Submitted Video Pre-roll**
- ❑ **JCI Produced Video Pre-roll**
- ❑ **Repeat Pre-Roll As Is**
- ❑ **Repeat Pre-Roll with Changes**

Instructions:

DIGITAL MAGAZINE SPONSOR:
Full Banner ▸ Select One
Multi-Expand ▸ Select One
Rectangle ▸ Select One

E-NEWSLETTER:
Photo ▸ Select One Logo ▸ Select One Copy ▸ Select One

Please submit files to ads@jnlcom.com (No proof will be provided for print-ready files).
Visit ads.jnlcom.com for digital submission form, ad worksheets and specifications.

OFFICE USE ONLY

Account #: _____
Entered by: _____ Sales Rep #: 183
Check Date: _____ Check #: _____
Check Amount: _____

****Payment required with Contract:**

50% due upon acceptance of Contract
Remaining balance will be billed upon publication in: 100% due by 10/29/15

I have read and agree to the terms and conditions on the reverse side of this document.

X _____
Authorizing Signature (please sign) Title Signature Date (required)

Sales Rep Signature: [signature] Signature Date: 10/15/2015

TERMS

NET 20 DAYS FROM DATE OF INVOICE. Rates are net unless otherwise indicated. Finance charge at a MONTHLY RATE of 1.5% is added to contracted balance if unpaid for 30 days. This is an annual percentage rate of 18%.

CONDITIONS

This is an order and authorization to secure advertising space with Journal Communications Inc. In the event the Advertiser or Agency needs to cancel the contracted advertising space, the Advertiser or Agency is required to submit written notice of cancellation within 7 days of contract, via certified mail, to Publisher.

In the event the Advertiser or Agency fails to adhere to the deadline for submitting ad materials as stated, Publisher will run a previous ad or run the Advertiser's name and address in the space committed for.

Publisher reserves the right to hold the Agency and/or Advertiser jointly and severally responsible for monies due and payable to Publisher. It is further agreed that the Agency and/or Advertiser will pay a reasonable collection/attorney's fee in the event that it is necessary to place this account in the hands of a collection agency/attorney for collection for any reason. Venue for any disputes arising hereunder shall be at Williamson County, Tennessee. Tennessee Law shall govern all provisions of this contract. The Agency agrees that it is acting for its disclosed principal, the Client, and as such binds itself and the Client to the terms and conditions of this contract. Agency shall be liable for payment of sums due hereunder.

Publisher may look to either Agency or Advertiser for payment. Payment by Advertiser to Agency does not alleviate obligation of Advertiser to Publisher for payment in full. The Publisher is not responsible for any errors in type set by the Publisher for advertisements that have been proofed and approved by the Advertiser or its Agency.

PROOFING POLICY

A PDF color proof will be emailed for approval prior to publication for all original ads. Changes requested by the Advertiser and/or Agency on this proof will be provided at no charge, and a second proof will be emailed if requested. ***Any changes requested by the Advertiser subsequent to the second proof will be billed for production time at an hourly rate (minimum $50).***

Journal Communications Inc. does not provide a proof for ads submitted digitally or as film. Ad content subject to Publisher's approval. It is understood the Advertiser and/or Agency has approved the material prior to its receipt. Publisher will conclude that the files are set up as Advertiser and/or Agency intends them to be produced and we will output the ad as supplied. Publisher is not responsible for the final quality of the ad. If there is a pre-press problem with the submitted digital file, any extra charges incurred will be billed to the Advertiser and/or Agency with a detailed explanation of the problem.

PRODUCTION SPECIFICATIONS

SUBMITTING A DIGITAL AD

For submitted digital files, our free services include checking Advertiser- and/or Agency-submitted files to ensure they meet our specifications for magazine printing. Journal Communications is not responsible for enhancing your digital files, resizing to match ad space purchased or proofreading for spelling and grammatical errors. The quality of submitted digital files is the responsibility of the submitter.

If files deviate from the size or specifications on the Digital Submission form, the files will be rejected and must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a $50 processing fee.

We do not provide a proof for ads we did not produce. It is understood that the files are set up as the Advertiser intended and were approved prior to submission to Journal Communications Inc.

Any extra charges incurred by Journal Communications Inc. due to problems with supplied files will be billed to the Advertiser with a detailed explanation of the problem.

ORIGINAL ADS

Journal Communications Inc. can assist in producing an original ad. Advertiser and/or Agency should provide a basic layout with all necessary materials to produce ad. The advertising salesperson will assist in this process. The ad created by the JCI Ad Production belongs to the Publishers. The ads can be purchased for an additional $300.

Journal's Ad Production division provides basic typesetting and design services for original ads free of charge. **These do not include services that an advertising agency would provide.** Journal Communications' free basic typesetting and design services include:

- typing customer-provided text
- choosing a visually pleasing, professional font
- placing a logo and/or photos in a box in a layout program
- adding a customer-provided color to an ad

Custom production work, such as cleaning up rough logos, resetting logos, drawing maps and outlining photos, can be performed at an extra charge. Custom work is billed at $75/hour.

Custom photo work, such as feathering, fading or custom edging, can be performed at a fixed rate per photo.

Please note: All charges/rates listed are subject to change.

FORMATTED ADS

- All ads produced by the Publisher are formatted in the style approved by the magazine client.
- Visit ads.jnlcom.com for specifications and submission guidelines.
- A low-resolution color PDF proof will be emailed prior to publication.
- Custom production work available at an hourly rate of $75/hour.

Please note: All charges/rates listed are subject to change.

ONLINE ADS

- Visit ads.jnlcom.com for submission guidelines.

LISTING ENHANCEMENTS

For enhancements that include a logo, new logos must be submitted by the materials deadline on the contract. Logos that are not received by the deadline will receive a standard logo to be determined by the Publisher.

ACCOUNTS PAYABLE CONTACT

Contact Name _____

Billing Address _____

_____

Phone # _____

Email _____

Notes

MADISON REGION
ECONOMIC DEVELOPMENT

- Advertising Rates -
2016 Vol. 3, Frequency Annual

PLEASE NOTE IMPORTANT ABBREVIATIONS: FP = Full Page, IBC = Inside Back Cover, TOC = Table of Contents, CP = Community Profile, DM = Digital Magazine, HP = Home Page

PREMIUM INTEGRATED MEDIA RATES (Annual rates)

	INTEGRATED MEDIA	100% SOV DISPLAY UNITS
Front Cover Gatefold + Page One		$19,630
with HP Med Rectangle	$18,100	
Back Cover Gatefold + Facing IBC		$19,425
with HP Med Rectangle	$17,895	
Gatefold (Front, Back, Interior)		$14,755
with HP Med Rectangle	$13,225	
Two-Page Spread (Opening, Center)		$11,560
with HP Med Rectangle	$10,030	
Four Full Pages (Consecutive, Two 2-Page)		$17,775
with HP Med Rectangle	$16,245	
Feature Jump Sponsor		$9,650
with HP Med Rectangle	$8,120	
Back Cover		$8,840
with Med Rectangle	$6,610	
Inside Front Cover		$8,640
with Med Rectangle	$6,410	
Inside Back Cover		$8,435
with Med Rectangle	$6,205	
Page One		$8,030
with HP Leaderboard	$5,950	
Facing Inside Back Cover		$7,825
with HP Leaderboard	$5,745	
Facing TOC – FP		$7,825
with HP Leaderboard	$5,745	
Following TOC Spread – FP + 2/3V Bleed		$11,900
with HP Leaderboard	$9,820	
Following TOC – FP		$7,825
with HP Leaderboard	$5,745	
Following TOC – 2/3V Bleed		$7,230
with HP Leaderboard	$5,150	
Facing Online TOC Spread – FP + 1/3V Bleed		$10,045
with HP Leaderboard	$7,965	
Facing Online TOC – FP		$7,825
with HP Leaderboard	$5,745	
Following Online TOC - 1/3V Bleed		$5,375
with HP Leaderboard	$3,295	
Facing DM Guide Spread – FP + 2/3V Bleed		$11,900
with HP Leaderboard	$9,820	
Facing DM Guide – FP		$7,825
with HP Leaderboard	$5,745	
Following DM Guide – 2/3 V Bleed		$7,230
with HP Leaderboard	$5,150	
Core Section Sponsor – FP		$7,825
Discover (3 available), Overview, Business Climate, Transportation, Education, Health, Energy/Technology, Livability, Economic Profile with Med Rectangle	$5,595	
Section Sponsor – 1/2H Bleed		$5,980
Business Climate, Transportation, Education, Health, Energy/Technology, Livability with Leaderboard	$3,550	
Economic Profile – 1/4H Bleed		$4,570
with HP Half Rectangle	$2,390	

BusinessClimate.com/madison-region
(Annual rates)

100% SOV Home Page Community Video Sponsorship		$3,500
100% SOV Tablet & Digital Magazine Sponsorship		$3,500
100% SOV Display Ad Package	Level 1	$3,130
Business Climate, Top Industries, Cool Companies, Livability, Education, Health Care, Demographics, Transportation	Level 2 (includes animation)	$3,880
Full Banner		
Home Page Placement		$2,500
Facts or Photos & Video Placement		$2,000

Special Section Rates (Annual rates)

Choice of Full or Digest Size	8-Page	16-Page
Print	✓	✓
Stand-Alone Digital Magazine	✓	✓
Online Medium Rectangle Display Ad	✓	✓
Marketing Landing Page	✓	✓
1,000 Overrun Copies	✓	✓
	$24,220	**$38,220**
Brochure Paper/Stock Upgrade		
2,500 Overrun Copies	**+$2,500**	**+$4,405**

Media synergy is important.

- Advertisements in magazines are more effective at driving Web traffic than other advertising platforms.
- *Madison Region Economic Development* program draws an audience of quality visitors, newcomers and businesses actively seeking information about your area.

Allow the Madison Region Economic Development content marketing program to drive your customers online.

BUSINESSCLIMATE

725 Cool Springs Blvd., Suite 400, Franklin, TN 37067 • (615) 771-0080 • Fax: (615) 296-0461 • ads.jnlcom.com

MADISON REGION
ECONOMIC DEVELOPMENT

Integrated Media Rates
(Annual rates)

Two-Page Spread with Medium Rectangle	$8,235
Full Page with Medium Rectangle	$4,985
Two-Thirds Page Bleed with Leaderboard	$4,265
Half-Page Vertical with Leaderboard	$3,685
Half-Page Horizontal with Leaderboard	$3,180
Third-Page Vertical with Half Rectangle	$2,555
Third-Page Horizontal with Half Rectangle	$2,555
Eighth-Page with Half Rectangle	$1,460
Additional Advertising Listing	**$200**

Businessclimate.com/madison-region Rates (Annual rates)

A Medium Rectangle	
Home Page Placement with Animation (required)	$1,600
General Placement	$900
Content-Specific Placement	+15%
B Leaderboard	
Home Page Placement	$1,050
General Placement	$700
Content-Specific Placement	+15%
C Half Rectangle	
Home Page Placement	$950
General Placement	$600
Content-Specific Placement	+15%
Other Guaranteed Positioning (Print and/or Online)	+15%

Additional online advertising opportunities available – ask your sales representative.

Reserve Your Magazines Today!

MAGAZINES	10	25	50	100	200	300	300+
SHIPPING & HANDLING	$15	$25	$45	$60	$86	$105	$1.50 each + S & H

Limited amounts of complimentary copies are available to advertisers for the cost of shipping and handling.

Reserve complimentary copies for marketing your business. In the rare case our distribution web doesn't reach as far as you'd like, we'll give you the magazines – so you can ensure that you are reaching your target.

Magazines Drive Web Traffic

TOP 10 MEDIA THAT TRIGGER AN ONLINE SEARCH (ADULTS 18+)

Medium (percent)	Overall	M	F	18-24	25-34	35-44	45-54	55-64	65+
Magazines	52%	52%	51%	60%	56%	50%	48%	50%	48%
TV/Broadcast	44	47	41	45	46	45	45	45	39
Newspapers	41	42	40	30	34	40	43	49	52
TV/Cable	36	40	31	55	45	35	30	28	24
Face-to-Face	35	39	32	49	40	37	33	31	24
Email Advertising	30	30	31	37	33	30	29	29	26
Direct Mail	29	28	31	26	29	30	30	31	30
Radio	28	32	25	31	35	30	27	24	20
Internet Advertising	27	31	24	41	33	26	25	23	18
Outdoor	11	12	10	16	16	11	11	8	5

Source: BIGresearch, for the Retail Advertising & Marketing Association (Sample Size: 15,439, age 18+)

Additional Information & Payment terms

- Submitted online display ads may be updated throughout the year at $50 per submission.
- Find additional information regarding submission of print and online materials on the Digital Submission Guidelines form or online at ads.jnlcom.com.
- Payment is required with contract. http://businessclimate.com/payment

businessclimate.com/madison-region

the definitive relocation resource!

725 Cool Springs Blvd., Suite 400, Franklin, TN 37067 • (615) 771-0080 • Fax: (615) 296-0461 • ads.jnlcom.com

MADISON REGION
ECONOMIC PARTNERSHIP

MADISON REGION ECONOMIC DEVELOPMENT GUIDE

MadREP Commitment

The Madison Region is becoming known worldwide as an innovative leader in industry, higher education, and quality of life. As always, Madison Region Economic Partnership (MadREP) is committed to telling our story in ways that continue to grow current business relationships while also attracting new businesses. Our continued partnership with Journal Communications, an award-winning custom publisher that specializes in economic development and reaches a critical niche audience around the globe, enables us to implement an annual marketing initiative that shines a spotlight on our region via the printed *Madison Region Economic Development Guide*, as well as its companion website and digital magazine at businessclimate.com. This effort is an important complement to our other marketing initiatives as we implement the five-year *Advance Now* Strategy for economic growth.

Program Success

This multi-media program has contributed to MadREP's continued success in promoting the eight-county Madison Region, building relationships with key site selectors, and generating and responding to leads. Since the launch of the inaugural issue in May 2014, MadREP has attracted a 32.5% year-over-year increase in traffic to the website. The site has enjoyed a continued uptick in monthly visitors since the launch of the second issue in May 2015. Our heightened profile has resulted in an increase in the number and frequency of incoming prospect inquiries from business considering (re)location in the Madison Region. The print publication has been a starting point for hundreds of conversations at trade shows, conference and international events, and MadREP regularly receives requests from businesses, realtors and economic development partners who wish to distribute the publication to clients and customers.

Distribution

MadREP's inventory of 8,000 print publications has been distributed in multiple ways since the second annual issue was published in May 2015. The demand for another publication remains high. The following represents a sample of MadREP's distribution of the publication.

Mass Mailings

National Site Selectors
National Business Attraction Outreach

Events

2015 International Economic Development Council Economic Future Forum (Madison)
International Food & Technology Conference (Chicago)
SSTI Annual Conference (Chicago)
America's Competitiveness Exchange (Madison with visitors from Latin America)
EAA AirVenture Event (OshKosh)
World Dairy Expo (Madison)
MadREP/ULGM Diversity & Economic Development Conference (Madison)
MidAmerica Economic Development Council Competitiveness Conference (Chicago)
Madison Region Familiarization Tour (Madison)

Places

Dane County Regional Airport
Greater Madison Convention & Visitors Bureau
University Research Park
Madison Region Realtors (for distribution in re-location packets)
Chambers of Commerce throughout the region
Businesses across major regional cities

MadREP and our regional economic development partners also regularly include the publication with RFI responses, prospect inquiries, and lead follow-up.

Livability.com Analytics Summary
January 1, 2015 – September 30, 2015

Total Sessions
5,678,883

Total Pageviews
27,305,367

Average Session Duration
3:05

Total Cities
23,375

Pages Per Session
4.81

FITCHBURG CHAMBER
VISITOR + BUSINESS BUREAU
your business community connection

(608) 288-8284
to reserve your space, email Kate at kwicker@fitchburgchamber.com

2016 FITCHBURG BUSINESS & COMMUNITY GUIDE
[CONTACT INFORMATION]

Company Name City of Fitchburg

Contact Name Joyce Frey

Telephone 270-4246 Email joyce.frey@fitchburgwi.gov

Address 5520 Lacy Road City Fitchburg Zip 53711

SIZES & RATES>

- ☑ **Full page, no bleed:** 7"w x 8.7"h - **$1,375**
- ☐ **Full page, bleed:** 8"w x 9.5"h - **$1,375**
- ☐ **1/2 Vertical:** 3.4"w x 8.7"h - **$875**
- ☐ **1/2 Horizontal:** 7"w x 4.3"h - **$875**
- ☐ **1/3 Vertical:** 2.25"w x 8.7"h **$675**
- ☐ **1/3 Square:** 4.6"w x 4.6"h - **$675**
- ☐ **1/4:** 3.4"w x 4.25"h - **$515**
- ☐ **1/6 Vertical:** 2.25"w x 4.25"h **$399**
- ☐ **1/6 Horizontal:** 4.6"w x 2.15"h - **$399**

CIRCULATION: **18,000**

AD SALES CLOSE: **NOVEMBER 13**

AD MATERIALS DUE: **NOVEMBER 13**

PAYMENT DUE: **NOVEMBER 13**

AD RESERVATIONS>

To reserve your ad space, contact **Kate Wicker at kwicker@fitchburgchamber.com** or call (608) 288-8284.

AD PRODUCTION>

Production services are available at no extra cost. All supplied artwork must be provided as high-resolution digital files. Vector artwork is preferred. For complete ad specifications, please see the following page.

PAYMENT>

Send form and payment Kate Wicker at kwicker@fitchburgchamber.com or mail this form before November 13, 2015 to:

Fitchburg Chamber
5540 Research Park Drive
Fitchburg, WI 53711

To pay by credit card:

Name on card _____ ☐ MasterCard ☐ Visa ☐ American Express

Card # _____ - _____ - _____ - _____ Exp. Date ____ / ____ CVV: _____

Credit Card Billing Address _____ State _____ Zip _____

I agree to pay the Fitchburg Chamber for the selected advertisement space above. I authorize them to use my ad for this publication.

Signature _____ Date _____

From: Martina Toponarski <mtoponarski@xconomy.com>
Sent: Thursday, October 08, 2015 8:13 AM
To: Joyce Frey
Subject: Meet the Xconomists Private Reception
Attachments: WIMeettheXconomistsReceptionandMeetUp.10.6.15.doc; WIXconReception14Attendees.xlsx; WIXconReception15Invitees.xlsx

Hi Joyce,

It was great to talk to you over the phone yesterday afternoon. I'm excited about the potential of having the City of Fitchburg's Community and Economic Development Authority partnering with Xconomy at this great event put together to bring the WI innovation leaders together.

As promised, I'm attaching the sponsorship package with all the benefits listed and a list of our guests from last year, as well as the invitees from this year.

I look forward to hearing from you soon, and please let me know if you need any additional information. I'm also sending you a copy of the invitation we sent on Tuesday below.

Best,
Martina

Invitation:
Please join Xconomy's new Wisconsin editor Jeff Buchanan and Xconomy CEO Bob Buderi for appetizers and drinks at our annual Meet the Xconomists reception.

The reception will be held following the Wisconsin Alumni Research Foundation's (WARF)**Entrepreneurons** event on **November 11.** (More details about the Entrepreneurons event will be posted soon.) The reception will take place from **5:30-7:30 pm in the atrium of the Discovery Building** (330 N. Orchard St., Madison, WI).

The occasion marks the second anniversary of Xconomy in Wisconsin. It's our way of saying thanks to the innovators, entrepreneurs, CEOs, investors, and others who have helped support Xconomy since our launch.

This year we are also welcoming Jeff Buchanan to the Xconomy team as our Wisconsin editor.

Can you join us? Please let us know either way by RSVPing to mad1111@xconomy.com.

Thank you to WARF for hosting the reception. Thank you also to our annual supporters, including the Wisconsin Economic Development Corporation (WEDC), American Family Insurance, WARF, 4490 Ventures, Arrowhead Research Corporation, BioForward, Exact Sciences, Gener8tor, Madison Gas and Electric Company, MadRep, and The Water Council.

--
Martina Toponarski
Director of Business Development
Xconomy

215 First Street, Suite 030
Cambridge, MA 02142

Office: 617-252-7320
Cell: 617-417-2756
Martina@Xconomy.com

Twitter: @MartinaTopo

www.xconomy.com

Meet the Xconomists WI Reception in Madison & Xconomists WI Meet Up in Milwaukee

At the heart of the Xconomy community is a group of world-class innovators known as the Xconomists. These invitation-only events will introduce these luminaries to other leaders in life sciences, healthtech, technology, business, and investing (approximately 150 VIP guests).

Meet the Xconomist WI Reception in Madison – November 11, 2015 at the Discovery Building (330 N. Orchard St., Madison, WI)

Event Sponsorship Benefits:

- 2 Invitations for your organization
- Identification as Event Sponsor on on-site event signage
- Pre and Post-Reception Guest Lists
- Spoken acknowledgement as Event Sponsor

Event Sponsorship Investment: $2,000

Xconomist WI Meet Up in Milwaukee – November 10 or 12, 2015 in Milwaukee (Place: TBD)

Event Sponsorship Benefits:

- 2 Invitations for your organization
- Identification as Event Sponsor on on-site event signage
- Pre and Post-Reception Guest Lists
- Spoken acknowledgement as Event Sponsor

Event Sponsorship Investment: $1,500

Both Events Sponsorship Investment: $2500

These Events Sponsorship will provide your firm with branding and exposure to Xconomy Wisconsin elite audience of entrepreneurs, CEOs, and investors (approx 150 VIP guests).

Xconomy's Innovation Community includes key leaders and decision makers in the local emerging Technology, Life Sciences, and Healthcare industries -- those who are actively involved in enterprise and value creation that will fuel future growth.

Dear Mike + Joyce,

Thank you so much for the City of Fitchburg's Sponsorship of the CEO UP and our BioScience Summit. We th appreciate your commitment to Streng this organization and the overall indu Although there were many great aspects Summit, we know there is room for improv we welcome your feedback. Since

Thank you again for your support. Th

BioforWard

growth
by association

214 N Hamilton Street, Suite 202 • Madison, WI 53703