



2019/2020 RATE BASE & RATE CARD

AUDIENCE

CompanyWeek digital media and events connect with a growing audience of **manufacturing executives** across the western U.S.

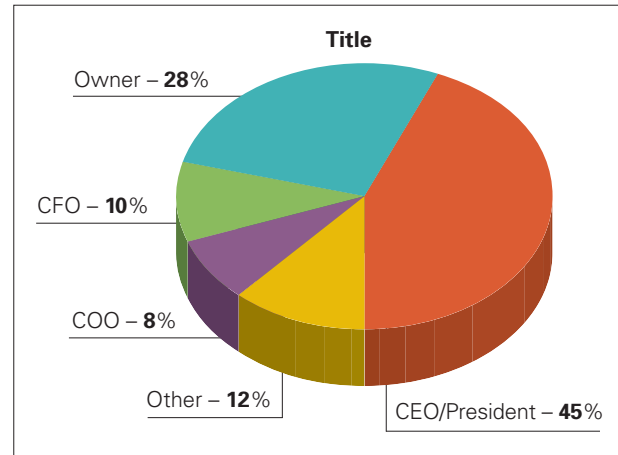
Online Audience

Active Users: 10,505 (multiple visits, average 28 day/monthly unique users)
Total Audience: 17,555 unique users (May 2019 sample month)

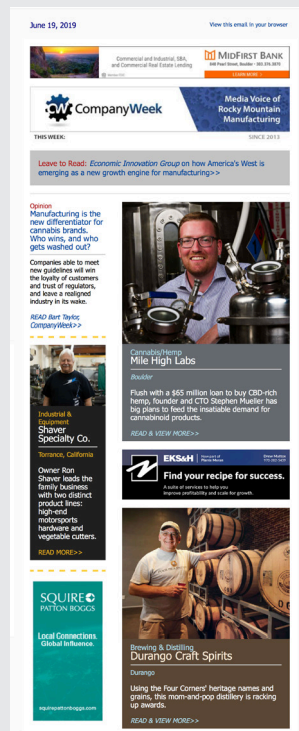
'This Week' E-publications

12,157 e-newsletter subscribers:

- ▶ **Colorado** – 4576 (20% open rate/24% click-through rate)
- ▶ **California** – 4653 (16.7% open rate/7.2% CTR)
- ▶ **Utah** – 1610 (20.6% open rate/20.5% CTR)
- ▶ **BreweryWeek** – 843 (39.3% open rate/23.1% CTR)
- ▶ **Colorado Apparel Community** – 476 (32% open rate/4.7% CTR)



RATES – DIGITAL MEDIA



'This Week' Email Newsletters

Colorado Market

- ▶ 4X monthly – every Wednesday, 8 am delivery
 - 1X monthly insertion: \$400/insertion
 - 2X+ insertions: \$300/insertion

California Market

- ▶ 2X monthly – Thursday, 8:15 PST delivery
 - 1X monthly insertion: \$500/insertion
 - 2X+ insertions: \$300/insertion

Utah Market

- ▶ 1X monthly
 - \$400/insertion

BreweryWeek

- ▶ 1X monthly – first Thursday of each month
 - \$400/insertion

Online Banner Advertising – www.companyweek.com

- ▶ Monthly run-of-site banner package
 - Leaderboard and rectangle unit
 - \$400/month
 - Minimum 4,000 impressions

Newsletter + Online Package

- ▶ Colorado Market – Newsletter + Online banners
 - 2X monthly insertions in 'This Week' e-newsletter
 - ROS banners
 - **\$800/month**
 - 1X monthly insertion + ROS
 - **\$700/month**
- ▶ California Market – Newsletter + Online
 - 2X newsletter + ROS
 - **\$600/month**
- ▶ **CO/CA Combo**
 - 2X newsletters both geographies/ROS
 - **\$1,200**
 - **Add UT newsletter: \$1,400 total**

MFG BOOK – Interactive Directory Category Sponsor – \$2,500/yr.

- ▶ Directory Page views – Banner and contextual links:
 - OEM/Contract Manufacturing
 - Aerospace
 - Bioscience
 - Food & Beverage
 - Cannabis
 - Consumer
 - Outdoor Industry



RATES – EVENT SPONSORSHIPS

Colorado Manufacturing Awards – CMA 2020

12 industry categories/40 company finalists/Outstanding products and advocates.

September 2019 - April 2020

Schedule of Events

September 2019: Awards kick-off: outreach to companies.

NOMINATIONS OPEN

January 2020: Awards finalists announced; reception and networking

March 2020: Alumni & Finalists Luncheon and Industry Symposium

April 2, 2020: Awards event and Innovative Products Showcase

Industry-exclusive Service Sponsorships – \$10,000

Equipment & Process – \$5,000

Category – \$2,500

Innovative Products – Design Centered Manufacturing
Manufacturing Advocates

Cannabis IP & Policy Forum

October 2019

- ▶ IP as a set of tools to advance your cannabis business
- ▶ What direction the FDA?
- ▶ Roadmap to manufacturing certifications/professionalization

Presenting sponsor – \$5,000

Associate sponsor (2) – \$2,500

Target audience

- ▶ Cannabis brands and manufacturers

Sponsor Benefits

- ▶ Introduction of participants
- ▶ Moderation/content participation
- ▶ Attendee lists
- ▶ Right-of-refusal on future cannabis events

ADVERTISING/SPONSOR PACKAGES

EVENT PACKAGE

- ▶ **Digital media** – banners in 'This Week' newsletters and online www.companyweek.com
- ▶ **Event** – sponsorship package
- ▶ **Data** – category sponsor in interactive directory – MFG Book
- ▶ **Company introductions** – companies profiled in *CompanyWeek*

MEDIA PACKAGE

- ▶ **Digital media** – banners in 'This Week' newsletters and online www.companyweek.com
- ▶ **Data** – category sponsor in interactive directory – MFG Book
- ▶ **Company introductions** – companies profiled in *CompanyWeek*

COMPANY PROPOSAL: