


a joint resource for professionals in workforce, education and economic development

WWW.WORKFORCEMARKETING.COM

Solutions

MAXIMIZE YOUR REACH AND IMPACT TODAY!

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- Reach decision-makers at national, state, and local organizations; associations; non-profit, and community-based organizations; and others involved in workforce investment, education, and economic development
 - Tell your story through a combination of advertising and case studies
 - Develop consistency in your marketing efforts and support trade show attendance with coverage throughout the year

Solutions Works for You!

Now, you can maximize your reach and impact to organizations in workforce, education, and economic development with consistent marketing and advertising touches throughout the program year!

Workforce Marketing Associates is pleased to bring you **Solutions** the only joint, industry-specific publication that reaches professionals throughout the industry at every level. Other publications have workforce, education, and economic development as a small piece of their readership, are costly, or focus on marketing primarily to their members. Trade shows offer good face-time, but might not happen when your prospects need your product or service. Solutions truly reaches the whole industry.

Benefits

The greatest benefit to your organization hands down is exposure! We will use your advertising dollars to market Solutions, a bimonthly electronic publication available free to workforce, education, and economic development professionals nationwide. Instead of being bombarded with information about your products and services when they aren't ready for it, Solutions will be a resource available anytime so workforce, education and economic development practitioners can use it on their terms when they need products or services.

Vendor Success

Vendors who are most successful with this investment make the most of their membership by including articles and case studies as well as ads throughout the year and using Solutions as a supplement to their other marketing activities. Some even use printed versions of their articles and case studies as collateral to help support their trade show and other sales efforts.

“Brevard Workforce Development Board, Inc. has had great success with using the Solutions Newsletter as a method for promoting our products and services. The opportunity to provide articles on our successful programs has led to further publication through other national level media who have contacted us after reading the articles and viewing our advertisements in Solutions. We have also heard from prospective customers interested in learning more about what we have to offer them. We plan to continue exploring and using the options Workforce Marketing Associates provides us.”

Joan Van Scyoc, Communications Director, BWDB

Advertising Opportunities

Article/Case Study - single issue:	\$225
Full Page Full Color Ad – single issue:	\$600
Half Page 2-Color Ad – single issue:	\$300
Quarter Page Black and White Ad – single issue:	\$200

Design a package that best meets your marketing budget and needs!

**Contact us for more information at 407-384-1239 or
kerry@workforcemarketing.com.**

Reach and Readership

Solutions is sent electronically to approximately 2,500 workforce, education, and economic development professionals every other month. In addition, we market the publication through industry advertising, trade shows, and through our direct mail list of more than 12,000 contacts throughout the year. Downloads of the .pdf publication run more than 2,000 each issue and we have also heard from our readers that many of them print and share the document with their staff and partners. Following is a breakdown of our current email and direct mail marketing lists*. We are constantly scrubbing, marketing, and building on these lists to increase our readership and your reach.

Email List Distribution*		Direct Mail List Distribution*	
Workforce	77%	Workforce	39%
Education	5%	Education	1%
Economic Development	5%	Economic Development	57%
Vendors	11%	Vendors	2%
Other	1%	Other	1%
National	13%	National	3%
State	1%	State	1%
Local	86%	Local	96%
Executive	21%	Executive	50%
Management	31%	Management	23%
Staff	48%	Staff	26%

Total Mail List Distribution*

Workforce	45%
Education	2%
Economic Development	48%
Vendors	4%
Other	1%
National	5%
State	1%
Local	94%
Executive	45%
Management	25%
Staff	30%

* Data as of November 2009