


# 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
  - All for less than it costs to attend one major industry trade show!

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# 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 the Vendor Network - a community of vendors in workforce, education and economic development coming together to leverage limited marketing dollars for maximum marketing reach and impact.

The concept is simple; you select the membership level that best meets your budget and marketing needs. Then, provide us with an updated advertisement every other month and articles or case studies throughout the year. We do the rest! When you entrust us with your membership dollars, we will invest them back into marketing and advertising the network to workforce, education, and economic development practitioners nationwide.

## Benefits

The greatest benefit to your organization hands down is exposure! We will use your membership 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 (through online vendor directory and archived editions of Solutions) 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

## Why Solutions Over Others?

Solutions is 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. In fact, we reinvest your membership dollars into marketing Solutions by advertising in those other industry publications, at state, regional, and national trade shows, and through direct marketing to our extensive mailing list that includes state and local workforce regions and their education and economic development partners nationwide!

Our readers find that Solutions offers an excellent way for them to learn about vendor products and services, geared specifically to their needs, that have been proven to work for their peers across the country.

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## 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 3,000 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\*

Workforce	77%
Education	5%
Economic Development	5%
Vendors	11%
Other	1%
National	13%
State	1%
Local	86%
Executive	21%
Management	31%
Staff	48%

### Direct Mail List Distribution\*

Workforce	39%
Education	1%
Economic Development	57%
Vendors	2%
Other	1%
National	3%
State	1%
Local	96%
Executive	50%
Management	23%
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 2008

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# Membership Opportunities

Solutions offers multiple membership categories so you can choose the opportunity that best meets your marketing needs and budget.

## Platinum Annual Membership = \$3,600 (Exclusive Primary Category Listing)

- Limit one membership per primary category so you are the most prominent in your primary category!
- Categorical listing on the web site
- Prominent (bolded & logo) categorical listing in vendor directory
- One – full-page full-color advertisement in every bi-monthly Solutions electronic publication (six ads)
- Articles or case studies (provided by the member) in Solutions electronic publication – articles and case studies are archived on the web site
- Banner advertisement on the web site
- Accepted on a space available basis only.

## Gold Annual Membership = \$2,700 – MOST POPULAR!

- Categorical listing on the web site
- Categorical listing in vendor directory
- One – ½ page 2-color advertisement in every bi-monthly Solutions electronic publication (six ads)
- Articles or case studies (provided by the member) in Solutions electronic publication – articles and case studies are archived on the web site
- Banner advertisement on the web site

## Silver Annual Membership = \$1,800

- Categorical listing on the web site
- Categorical listing in vendor directory
- One – ¼ page black and white advertisement in every bi-monthly Solutions electronic publication (six ads)
- Articles or case studies (provided by the member) in Solutions electronic publication – articles and case studies are archived on the web site

## Gold Semi-Annual Membership = \$1,500

- Categorical listing on the web site
- Categorical listing in vendor directory
- One – ½ page black and white advertisement in every bi-monthly Solutions electronic publication (three ads)
- Articles or case studies (provided by the member) in Solutions electronic publication – articles and case studies are archived on the web site
- Banner advertisement on the web site

## Silver Semi-Annual Membership = \$1,000

- Categorical listing on the web site
- Categorical listing in vendor directory
- One – ¼ page black and white advertisement in every bi-monthly Solutions electronic publication (three ads)
- Articles or case studies (provided by the member) in Solutions electronic publication – articles and case studies are archived on the web site

## A La Carte Offerings\*:

Article/Case Study - single issue:	\$225
Full Page Ad – single issue:	\$500
Half Page Ad – single issue:	\$300
Quarter Page Ad – single issue:	\$200
Directory Only – full year	\$250

\*all A la carte ads are black and white.

**Contact us for more information  
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