

# N NB2B

Business Intelligence for the New North

More than a decade serving  
the New North

Business intelligence  
for the New North

Providing business  
coverage affecting you

Greater  
Green Bay

Fox Cities

Oshkosh

Fond du Lac

**FOUNDED IN 2002,**

**NEW NORTH B2B** is a regional business media providing in-depth coverage of issues affecting the regional business community across the Fox Cities, Greater Green Bay, Oshkosh and Fond du Lac areas.

New North B2B's online presence and monthly business-to-business publication are used and referenced by business owners, executives, and agency and government leaders active in the business community on a daily basis. Readers receive up-to-date, easy-to-use information about issues affecting their organizations, such as economic and commercial development, key local economic indicators, government, health care, and much more. Our editorial content has received both state and national recognition for business writing, and we strive to improve the value of our content in each new edition.

As each issue of the magazine is often routed through offices with multiple employees or placed front and center on waiting room tables, advertising in New North B2B offers direct and indirect access to more than 15,000 business and organizational decision makers throughout northeast Wisconsin. Our web site tracks thousands of unique visitors each month, linking each visitor to B2B's exclusive online articles not appearing in the monthly magazine. B2B's website advertising is only available to contracted sponsors in our monthly publication.

**ADVERTISING WITH NEW NORTH B2B** is affordable, effective, supports your local business community, and is the perfect vehicle to communicate your organization's message to existing and prospective business clientele.

Total print circulation: 5,027

\* As of September 2016

Monthly website traffic: 1,736

\* Average page views per month  
from June through September 2016

View digital issue online @  
[www.newnorthb2b.com](http://www.newnorthb2b.com)

# Advertising Deadlines

January 2017.....	December 19
February 2017.....	January 18
March 2017.....	February 17
April 2017.....	March 17
May 2017.....	April 19
June 2017.....	May 18
July 2017.....	June 19
August 2017.....	July 18
September 2017.....	August 18
October 2017.....	September 18
November 2017.....	October 18
December 2017.....	November 17
January 2018.....	December 18
February 2018.....	January 19



# Who's News / News Releases

Each month, New North B2B publishes various news and information provided by our readers in the feature we call WHO'S NEWS.

Please submit your news release by our advertising deadline to [sean@newnorthb2b.com](mailto:sean@newnorthb2b.com) or by mail to: New North B2B, P.O.Box 559, Oshkosh, WI 54903-0559.

News releases should be typed as a Word document and include contact information for clarification purposes. If you submit a photo with your news release, please send it in CMYK colorspace, JPEG format at a resolution of 300 dpi. There is no charge for news releases printed in WHO'S NEWS, however submissions are subject to editorial decisions.

We will accept submissions for the following categories:

- **New Commercial Construction**
- **Mergers and Acquisitions**
- **New Locations**
- **New Businesses**
- **New Products/Services**
- **Business Honors**
- **New Hires**
- **Promotions**
- **Individual Honors**
- **Elections and Appointments**
- **Certifications**
- **Business Events and Seminars**
- **Business Name Changes**
- **Business Anniversaries (75 years or more)**

# Editorial Calendar 2017

**JANUARY**



## HUMAN RESOURCES

Grooviest workspaces in the New North

◆ **Government**

**FEBRUARY**



## NEW COLLABORATIONS

New initiatives spurring regional advancement

◆ **Health Care**

**MARCH**



## MANUFACTURING

Safety programs your company can learn from

◆ **Construction**

**APRIL**



## TRANSPORTATION

Wisconsin highways, seaports, rail and airports

◆ **Technology**

**MAY**



## RETAIL

Locally grown brand chains

◆ **Exporting**

**JUNE**



## HEALTH CARE

12th Annual Corporate Wellness Awards

◆ **Entrepreneurship**

**JULY**



## COMMERCIAL REAL ESTATE

Riverfront development along the Fox

◆ **Energy**

**AUGUST**



## YOUNG PROFESSIONALS

4th Annual  
3 Overachievers  
Under 30

◆ **Human Resources**

**SEPTEMBER**



## WORKFORCE

Distinct strategies to develop in-demand skills

◆ **Education**

**OCTOBER**



## TOURISM

Local grant funds help drive visitors to area attractions

◆ **Manufacturing**

**NOVEMBER**



## INDUSTRIAL DEVELOPMENT

Emerging industrial parks across NE Wisconsin

◆ **Philanthropy**

**DECEMBER**



## MARKETING

Unique social media tactics to stay out in front of customers

◆ **Retail**

## Ad Materials

Digital files only - PDF format preferred

- ▲ Distill at “press” or “print” quality and include all fonts
- ▲ No low resolution files
- ▲ No RGB elements ▲ CMYK colorspace, 300 dpi
- ▲ All LIVE text and pertinent graphics must be 0.25” (1/4”) within TRIM edge.
- ▲ No crop or bleed marks

Alternate formats accepted

- ▲ EPS ▲ High resolution JPEG ▲ TIFF

Color matching proof

- ▲ B2B makes every effort to match colors to proof. However, due to variations inherent in the printing process, we cannot guarantee color. If there is a concern about the color of a logo, for example, please provide the precise Pantone number.

Additional information:

- ▲ Production charges will be invoiced at \$60 an hour for any changes to digital files. In addition, advertising design work is billed at \$60 an hour with a one hour minimum.
- ▲ Ads provided on disc, ship to: New North B2B, P.O. Box 559, Oshkosh, WI 54903
- ▲ Ads may also be provided digitally by email to [sean@newnorthb2b.com](mailto:sean@newnorthb2b.com).

	<b>Width</b>	<b>Depth</b>
Full Page Bleed .....	8.625	11.125
1/2 Page Horizontal .....	7.375	4.75
1/2 Page Vertical .....	3.5	9.875
1/3 Page Horizontal .....	7.375	2.625
1/3 Page Vertical .....	2.25	9.875
Build Up Horizontal .....	7.375	2.625
1/4 Page Vertical only .....	3.5	4.75

**Publication Trim Size: 8.375” x 10.875”**

## Website Advertising

	<b>Width</b>	<b>Depth</b>
Cube .....	210 px	210 px
Banner .....	520 px	135 px

Web ads must be RGB colorspace, jpeg or gif format, under 200 KB.



**920.237.0254**  
**[www.newnorthb2b.com](http://www.newnorthb2b.com)**

