MEDIA KIT 2022

THE DAILY REPORTER
Dear Business Leader,
Thank you for your interest in The Daily Reporter.

Since 1897, The Daily Reporter has provided the latest in news and information about Wisconsin’s commercial construction industry. The Daily Reporter is committed to providing the latest bidding information about upcoming projects. Specific, practical, helpful – that’s the kind of vital information The Daily Reporter delivers and is considered essential reading by those in the commercial construction industry.

In addition, we host four award events — Rising Young Professionals of Construction, Top Projects, Newsmakers, Women in Construction — recognizing outstanding individuals in our commercial construction community. We also host various networking and thought leadership events throughout the year.

Dailyreporter.com provides daily updates on breaking business news, blogs and bidding opportunities. Our daily e-mail news alert service, HardHat E-Mail, sends the day’s headlines, breaking news, bidding highlights and information about upcoming events directly to your inbox.

We look forward to serving you in the future and hope this media kit is helpful.

very truly yours,

Joe Yovino
Associate Publisher/Editor

Wisconsin Newspaper Association 2020
Feature Story (Non-profile) - Third Place

Wisconsin Newspaper Association 2019
Business Coverage - First Place
Ongoing/Extended Coverage - First Place
Ongoing/Extended Feature (Profile) - Second Place
Feature Story (Non-profile) - Third Place
Best Localized National Story - Third Place

Wisconsin Newspaper Association 2018
General News Story - Second Place, Investigative Reporting -Third Place, Reporting on Local Education - Third Place, Best Website - Second Place

Wisconsin Newspaper Association 2015
Digital Project Award

Milwaukee Press Club 2014
2nd Place - Feature Photo

Wisconsin Newspaper Association 2014
First Award General Web Excellence

Wisconsin Newspaper Association 2014 & 2012
First Award Continuing Web Coverage
We reach more than 6,000 business owners, developers, contractors, architects, government officials and industry leaders - every business day.

74% of subscribers read 5 out of 5 issues of the newspaper each week.

83% of subscribers rate The Daily Reporter as an excellent or good news source.

Over 2/3rds of subscribers say that The Daily Reporter is the most commonly-used resource for bidding information or leads.

On average, our subscribers pass their issues to 1.3 others, more than doubling The Daily Reporter’s reach.

25 minutes is the average amount of time spent with every issue.

Over 3 in 4 subscribers are managers, including fully 50% who are owners/partners/presidents/CEOs.

86% of our readers are involved in their organizations purchases of products and services.

50% of the subscribers say that reading The Daily Reporter leads to new business at least monthly.
JobTrac is Wisconsin’s premier online resource for project bidding opportunities. Contractors, subcontractors, architects, suppliers and engineers use JobTrac to discover new business leads, find their next construction job, and learn more about their competition.

Our construction bids database is updated continuously and subscribers are able to search jobs by various criteria including, project, stage, type or region. Not only are you able to bid construction jobs online, you can also track up to 50 jobs and projects, and get an email if there are any changes to the jobs that you are tracking. A JobTrac subscription also includes daily emails with new construction bids that are customized using your personal search criteria.

Reprints
We have many options to suit your marketing needs including framed articles, electronic copies, plaques and photos.

Custom Publications
Need help with a special program or membership directory? When you turn your project over to the talented graphic, editorial and advertising professionals of the The Daily Reporter, you will know with confidence that the project, from inception to production, will be handled with care.

Custom Roundtable Events
In addition to our yearly events, we hold smaller face-to-face Roundtable events for you to network and engage with our audience. Our events combine networking with thought leadership for an unmatched experience. Custom event development can include a variety of options. We provide strategic planning to include location, event content programing, event format, facility selection and set-up, industry speakers, editorial staff, registration, invitations, and post-event follow-up.
### JANUARY

**CONSTRUCTION LAW MAGAZINE**  
Publish: 1/21 | Ad deadline: 1/11

### FEBRUARY

**ACEC MAGAZINE**  
Publish: 2/16 | Ad deadline: 2/8

**HARDHAT SAFETY AWARDS EVENT**  
Publish: 2/17 | Ad deadline: 2/11

### MARCH

**HARD HAT HAPPY HOUR TDR HAPPY HOUR EVENT:** 4/14

### APRIL

**MILESTONES MAGAZINE**  
Publish: 4/27 | Ad deadline: 4/8

### MAY

**TOP PROJECTS EVENT**  
Publish: 5/19 | Ad deadline: 5/6

### JUNE

**WOMEN IN CONSTRUCTION EVENT**  
Publish: 8/18 | Ad deadline: 8/5

### JULY

**READER RANKINGS MAGAZINE**  
Publish: 7/27 | Ad deadline: 7/15

### AUGUST

**WOMEN IN CONSTRUCTION EVENT**  
Publish: 8/18 | Ad deadline: 8/5

### SEPTEMBER

**HARD HAT HAPPY HOUR TDR HAPPY HOUR EVENT:** 9/13

**AGC MAGAZINE**  
Publish: 9/16 | Ad deadline: 9/2

**skilled.magazine MAGAZINE**  
Publish: 9/22 | Ad deadline: 9/13

### OCTOBER

**NEWSMAKERS EVENT**  
Publish: 10/6 | Ad deadline: 9/23

### NOVEMBER

**ANNUAL HUNTING SECTION**  
Publish: 12/2 | Ad deadline: 11/28

### DECEMBER

**CONSTRUCTION ALMANAC MAGAZINE**  
Publish: 12/29 | Ad deadline: 12/16
DIRECTORY ADVERTISING RATES

CONSTRUCTION RESOURCE DIRECTORY, MINORITY BUSINESS DIRECTORY

Our directories, published in both our newspaper and on our website, are a great way to reach over 30,000 readers of The Daily Reporter and our website www.dailyreporter.com each month.

Subscribers and non-subscribers can access your important company information 24 hours a day 7 days a week!

RATES

Online/Print Combo

$135/month

Add color to your ad for as little at $40/month

Ad size: 2" wide x 4" tall

There is no better place to find more business and build your company’s brand — don’t miss this opportunity to get in front of Wisconsin’s construction community.

THE ONLINE DIRECTORY FEATURES:

- An enhanced profile tailored to your company. Profile can include:
  - Contact Information including email, and a direct link to your website
  - Company description including areas of specialty
  - Photos, company logo, and videos
  - Links to your company in stories, and more!

THE PRINT DIRECTORY FEATURES:

- A custom ad designed to reflect your company’s mission
- Placement in the Monday – Friday issues of The Daily Reporter

Lemberg

Quality Service 24/7


LembergElectric.com

(262) 781-1500
DAILYREPORTER.COM ADVERTISING RATES

AVERAGE STATS PER MONTH:

<table>
<thead>
<tr>
<th>Page Views</th>
<th>Unique Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>70,658</td>
<td>55,306</td>
</tr>
</tbody>
</table>

Updated throughout the day, our web site offers multiple sizes to reach our highly-desirable readership with your company’s message. And 68% of our online readers say they do not subscribe to our print edition, which opens up a whole new audience for your marketing message.

MATERIAL REQUIREMENTS

- Maximum file size: 40k
- jpg, png or gif, RBG only, 72 dpi
- Flash or animated ads are ok
- Need design help?
  Creative Services for web ads are offered at no additional charge.

TARGETED ONLINE MARKETING

WELCOME AD

600 x 450 pixels

$500 per week (600x450 pixels)

Take-Over Ads

$500 per day

Take over the Leaderboard and 2 Medium Rectangle ads

WEEKLY RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>52wk</th>
<th>26wk</th>
<th>13wk</th>
<th>Open</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>$240</td>
<td>$300</td>
<td>$355</td>
<td>$415</td>
</tr>
<tr>
<td>Medium Rect.</td>
<td>$190</td>
<td>$240</td>
<td>$275</td>
<td>$330</td>
</tr>
</tbody>
</table>

There is a maximum of 4 rotations per location.

MATERIAL REQUIREMENTS

- Maximum file size: 40k
- jpg, png or gif, RBG only, 72 dpi
- Flash or animated ads are ok
- Need design help?
  Creative Services for web ads are offered at no additional charge.
Advertising works best as part of a planned marketing program. To help maximize your marketing budget, our rates encourage multiple insertions and include contract discounts. Display advertising is sold by modular units. Contract discounts begin with 26-time programs and are based on a 12-month schedule, otherwise, our full, or “open” rate is applied.

**ADVERTISING DIMENSIONS**

<table>
<thead>
<tr>
<th></th>
<th>Full-page</th>
<th>Island</th>
<th>1/2 H</th>
<th>1/2 V</th>
</tr>
</thead>
<tbody>
<tr>
<td>Width</td>
<td>10”</td>
<td>4.916”</td>
<td>10”</td>
<td>4.916”</td>
</tr>
<tr>
<td>Depth</td>
<td>16”</td>
<td>7.916”</td>
<td>7.916”</td>
<td>16”</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>1/4 V</th>
<th>1/4 H</th>
<th>1/8 H</th>
<th>Front Page Strip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Width</td>
<td>4.916”</td>
<td>10”</td>
<td>4.917”</td>
<td>9.75”</td>
</tr>
<tr>
<td>Depth</td>
<td>7.916”</td>
<td>3.916”</td>
<td>3.916”</td>
<td>1.5”</td>
</tr>
</tbody>
</table>

**MATERIAL REQUIREMENTS**

- Press Ready PDF, jpg, tif or gif, 300 dpi, CMYK color, fonts outlined
- Color Charges are net
- Spot color/PMS: $175 per insertion
- Full color: $300 per insertion

**TESTIMONIAL:**

“The people at The Daily Reporter have great relationships with their customers. Advertising with The Daily Reporter certainly has been an asset for our business.”

**KAREN POLZER, Con-Cor Company**

<table>
<thead>
<tr>
<th>ADVERTISING RATES</th>
<th>Open</th>
<th>26x</th>
<th>52x</th>
<th>100x</th>
<th>200x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>1625</td>
<td>1315</td>
<td>1130</td>
<td>620</td>
<td>385</td>
</tr>
<tr>
<td>Island</td>
<td>955</td>
<td>775</td>
<td>640</td>
<td>365</td>
<td>230</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>955</td>
<td>775</td>
<td>640</td>
<td>365</td>
<td>230</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>600</td>
<td>440</td>
<td>360</td>
<td>205</td>
<td>130</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>305</td>
<td>245</td>
<td>205</td>
<td>115</td>
<td>75</td>
</tr>
</tbody>
</table>

Front Page Strip   630  550  460  385  295

Hyperlink your ad for $50

There is a 15% position charge for guaranteed position, subject to availability.
Partners David A. Kelly and Casey J. Symonds congratulate Dana M. Altieri on being named an Up & Coming lawyer.

Altieri, Kelly & Symonds, L.L.C.
14 Southwest Third Street
Lee’s Summit, Missouri 64063
816-347-1818 phone
816-347-1854 fax
“Focusing on Serving Afflicting People. Family Law, Criminal Law, and Personal Actions.”

We Are Proud To Announce Brett Votava has been named a partner in our firm.

Reaching the members of Wisconsin’s construction profession is necessary to make sure your message makes an impact. Extend your message of welcoming your latest addition or announcing a new shareholder – or any other news – with our Professional Announcement advertisements. These messages can assist your company with networking and referral business.

PACKAGE RATES

$395

Includes two ¼ page ad in the The Daily Reporter print edition.

Add a framed reprint for $150

One quarter page ad

Width: 4.916”
Depth: 7.916”

MATERIAL REQUIREMENTS

PRINT

- Press Ready PDF, jpg, tif or gif, 300 dpi
- CMYK color, fonts outlined
- Need design help?
  Creative Services are offered at no additional charge.
YOU'VE GOT MAIL - EMAIL RATES

HARDHAT MAIL
Want to know the latest news in the commercial construction industry? The HardHat email is sent weekdays at 4 p.m. to report on the breaking news of the day.

JOBTRAC DAILY UPDATE:
Sent every business day at 6 a.m., the JobTrac Daily Alert is a roundup of jobs available for bid throughout the state. JobTrac, The Daily Reporter’s online bidding database, contains thousands of jobs to make you money. The Daily Alert is a snapshot of those jobs bidding in the near future.

EMAIL BUNDLE RATES
Bundled so you get maximum exposure to our on-line audience. Rates are for one week in HardHat, JobTrac or FoxConn.

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The Daily Reporter | 225 E. Michigan St., Suite 300, Milwaukee, WI 53202 | 800-508-3800 | dailyreporter.com

CLASSIFIED ADVERTISING RATES

Over half of our readers say they read a classified advertising section regularly in the pages of The Daily Reporter. From employment ads to equipment for sale, our newspaper and website offer you a place to reach qualified candidates and industry decision makers every business day.

EQUIPMENT FOR SALE/LEASE RATES

- $105
- Runs for 3 months or until sells
- 6 line maximum
- $30 for each additional piece of equipment
- $30 for each photo

EMPLOYMENT AD RATES

- $215 for a week
- $315 for 2 weeks
- 6 line maximum*
- $415 for a month
*Both in print and online

MBE BIDDING OPPORTUNITY AD RATES

$75 Per Day
$1 Affidavit Charge

★ MINORITY BIDDING OPPORTUNITIES

A LISTING OF MBE, SBE, DBE, WBE, EBE SERVICES AND OPPORTUNITIES

CONTACT JENNY TO ADVERTISE (800) 508-3800 EXT. 1500

ATTENTION: MBE/DBE

Subcontractors & Suppliers
Lee Plumbing Mechanical Contractors, Inc. is requesting bids on the following project:

Construct Health Services Unit - Racine Correctional Institution Department of Corrections - Project 13110

Sturtevant, Wisconsin

Bid Date: October 18, 2018 at 2:00 PM

Bids Accepted Until: October 18, 2018 at 12:00 PM

Areas of work being bid on: Plumbing, HVAC, and Electric

Lee Plumbing Mechanical Contractors, Inc. 2915-60th Street Kenosha, WI 53140 Ph: 262-657-9490 Fax: 262-657-1240

“Minority Bidder Encouraged” “An Equal Opportunity Employer”

CLASSIFIED DISPLAY RATES

<table>
<thead>
<tr>
<th>Consecutive Run Days</th>
<th>Cost/day</th>
</tr>
</thead>
<tbody>
<tr>
<td>1–5 days</td>
<td>19.95/day</td>
</tr>
<tr>
<td>6–10 days</td>
<td>18.90/day</td>
</tr>
<tr>
<td>11–20 days</td>
<td>17.85/day</td>
</tr>
<tr>
<td>21 or more days</td>
<td>15.75/day</td>
</tr>
</tbody>
</table>

MARKETPLACE LINE RATES

<table>
<thead>
<tr>
<th>Open</th>
<th>5-day</th>
<th>10-day</th>
<th>21-day</th>
<th>65+ day</th>
</tr>
</thead>
<tbody>
<tr>
<td>26+ lines</td>
<td>3.00</td>
<td>2.85</td>
<td>2.45</td>
<td>1.95</td>
</tr>
</tbody>
</table>

CAREER OPPORTUNITIES

Ruder Ware has 40 attorneys practicing in Wausau, Eau Claire, and Green Bay, Wisconsin. For additional information, please call (608) 237-3145.

Wisconsin’s largest law firm, Ruder Ware is seeking an Employment Law attorney to add to its active and thriving practice.

We are seeking an attorney with at least 5 years employment law experience and would consider a lateral move for an attorney with less experience. The candidate should possess excellent academic credentials, have experience in matters related to employment law, and be a member utilizing paralegal and other staff to assist in exceeding client expectations.

If you are interested in joining Ruder Ware, please forward your resume and statement of interest to the Employment Law Attorney.

In addition to a competitive salary, Ruder Ware offers a complete life, and disability insurance, a Section 125 flex benefit plan, a 401(k) profit sharing plan, and vacation.

If you are interested in joining Ruder Ware, please indicate your availability to be contacted.

No resumes - preliminary only

Kathy Thyer
kt@ruderware.com

EMPLOYMENT ATTORNEY

We are seeking an attorney with at least 5 years employment law experience and would consider a lateral move for an attorney with less experience. The candidate should possess excellent academic credentials, have experience in matters related to employment law, and be a member utilizing paralegal and other staff to assist in exceeding client expectations.

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