

# SOLUTIONS

*a resource journal for businesses and organizations that help support, prepare, build, and grow our nation's businesses and their workforce in support of a global economy*

## Readership

presented by  ProfessionalEdge



### **MAXIMIZE** your **REACH** and **IMPACT**

- Reach decision-makers at businesses, national, state, and local organizations; associations; non-profit, and community-based organizations; and others involved in business, workforce investment, 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

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

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

ProfessionalEdge (formerly Workforce Marketing Associates) is pleased to bring you **Solutions**, the only joint publication that reaches businesses and industry professionals. 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** keeps you in front of your customers, even when you can't be.

## 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 business, workforce, education, and economic development organizations nationwide. Instead of being bombarded with information about your products and services when they aren't ready for it, **Solutions** is a resource available anytime so individuals in business, workforce, education, and economic development 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 marketing 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.

*"Solutions is a valuable part of how we communicate our software solutions to prospective customers. Since 2006, (ProfessionalEdge) has always gone above and beyond helping us with many projects, and the customer case studies are a key component of our overall sales and marketing effort. The team at (ProfessionalEdge) are very professional, always on-time and on-budget, and a pleasure to work with. I highly recommend their services"*

Michael Miller, NonProfit Technologies, Inc.

## Advertising Opportunities

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

(all ads include an additional banner ad in the email at distribution)

[Ask us about custom advertising packages!](#)

## Reach and Readership

Solutions is sent electronically to approximately 3,800 business, workforce, education, and economic development professionals every other month. An email version of the newsletter with html links for full articles includes a banner ad if you purchase an ad. The email version also includes a link to the full PDF version, which includes your purchased print ad. Downloads of the .pdf publication run more than 1,500 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 lists\*. We are constantly scrubbing, marketing, and building on these lists to increase our readership and your reach.

### Email List Distribution\*

Business	40%
Workforce Investment	48%
Education	6%
Economic Development	6%
Executive	45%
Management	31%
Staff	24%

\*As of August 2011