

# PERSONA

Influential Faces of Madison

## WHAT YOU GET WHEN YOU'RE THE EXCLUSIVE BUSINESS IN YOUR CATEGORY

### INVESTMENT OPPORTUNITIES ASK FOR PRICING

1-PAGE PACKAGE

2-PAGE PACKAGE

4-PAGE PACKAGE

BACK COVER  
(DISPLAY AD)

INSIDE BACK COVER  
(DISPLAY AD)

COVER (BOTTOM QUARTER)  
+ BLOW-IN CARD  
(1 AVAILABLE PER ISSUE)

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### 40,000 PRINTED COFFEE TABLE MAGAZINES

35,000 direct mailed to high-income households, 5,000 delivered to businesses



### 6 MONTHS OF DIGITAL ADVERTISING

Six months of digital display ads will reach devices in the Madison area, targeted by geography and household income demographics.



### WEBSITE FEATURE

Your story and image will be available on our SEO-optimized website for 12 months.  
[personamadison.com](http://personamadison.com)



### PAID SOCIAL MEDIA CAMPAIGNS

Your business will be promoted individually on *Persona Madison's* social media networks.



### DIGITAL MAGAZINE

The online version of the magazine will be promoted after the magazine release.



### BADGE

Each featured business will receive a customized badge to place on their marketing materials and website/social.



### QR CODE

Trackable QR Code – our team will help create a custom QR code for your business.



### PLAQUE (OPTIONAL)

As an optional add-on you will receive a custom framed article.  
*Request pricing.*

