

PERSONA

Influential Faces of the Greater Madison Area

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

INVESTMENT OPPORTUNITIES

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



PAID SOCIAL MEDIA CAMPAIGNS

Your business will be promoted individually on *Persona Madison's* LinkedIn and Facebook.



1-PAGE PACKAGE
\$3,980

2-PAGE PACKAGE
\$5,995

4-PAGE PACKAGE
\$8,995

BACK COVER (DISPLAY AD)
\$5,500

INSIDE BACK COVER (DISPLAY AD)
\$4,980

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.



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