



RATE CARD FALL 2021

CW CompanyWeek

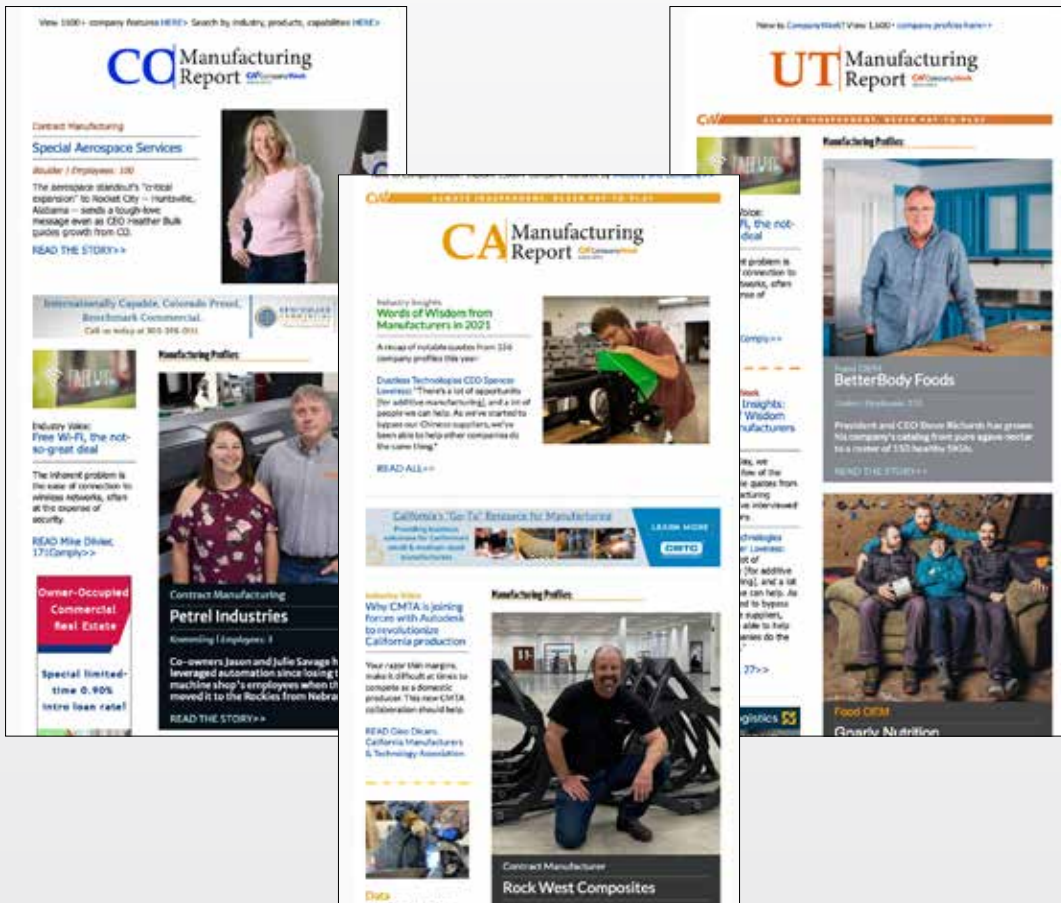
Manufacturing Media Network

ABOUT CompanyWeek

CompanyWeek and the SCoP Supply Chain Portal: A New Media Model

CompanyWeek is a network of manufacturing media, supply-chain tools, and data focusing on the manufacturing economy across the western United States.

Network programs bring together all five components into cohesive advertising and marketing programs.



CompanyWeek - Digital Media

CompanyWeek is regional media that profiles manufacturing companies and business leaders, across the western U.S. and supported by state-specific e-publications—**Mfg. Reports** in Colorado, California, Utah, and soon, in Arizona and Texas.

Content Hub

www.companyweek.com

- ▶ 24,000+ unique visitors/month
- ▶ CA, CO, TX, UT, AZ Mfg. Reports weekly e-publications

SCoP Supply Chain Portal

www.scopusa.com

- ▶ 1,600+ searchable suppliers

E-publication Network

CO Mfg. Report

- ▶ 4224 subscribers
- ▶ 33.2% avg. open rate
- ▶ 9.2% avg. click rate

CA Mfg. Report

- ▶ 12,574 subscribers
- ▶ 13.3% avg. open rate
- ▶ 5% avg. click rate

UT Mfg. Report

- ▶ 2441 subscribers
- ▶ 20.1% avg. open rate
- ▶ 3.8% avg. click rate

TX Mfg. Report

- ▶ Fall 2021

AZ Mfg. Report

- ▶ Fall 2021

Cannabis Manufacturing Report

- ▶ 1339 subscribers
- ▶ 31.4% avg. open rate
- ▶ 8.2% avg. click rate

CO BreweryWeek (list data)

- ▶ 824 subscribers

SCoP Supply Chain Portal | Supplier Update

The SCoP supply chain portal is a searchable database of OEMs, brands, and suppliers, grouped by industry, products, capabilities, and more. SCoP’s mission is to connect companies that need things made, with companies that can make them.



SCoP Supply Chain Portal

Searchable company records — 1,600+ companies (18-20 added each month)

Industry Suppliers / # of supplier entries

- ▶ Business Services / 18
- ▶ Contract Manufacturer/Producer / 378
- ▶ Engineering/Prototyping / 22
- ▶ Materials / 144
- ▶ OEM/Brand / 998
- ▶ Tech/Automation / 82

Supplier Update

Supplier Update is a monthly update on companies, people, and capabilities added to the SCoP portal—new and evolving supply options for manufacturers, gleaned from CompanyWeek interviews and data.



Supplier Update Editorial Calendar:

- ▶ November 2021 Industrial Automation
- ▶ December Food Manufacturing & Materials
- ▶ January Industrial & Equipment Manufacturing
- ▶ February Bioscience & Medical Device
- ▶ March Building & Construction
- ▶ April Aerospace & Transportation
- ▶ May Consumer Products
- ▶ June Agriculture & Technology
- ▶ July Workforce
- ▶ August Cannabis
- ▶ September Brewing & Distilling

CompanyWeek Industry Marketing Package

Colorado Manufacturing Awards

Programming begins October 2021, through April 2022, including a CMA Alumni celebration and Manufacturing Forum September 30, 2021.

Exclusive industry sponsorships available in:

- ▶ Law | Legal Services
- ▶ Technology/Automation
- ▶ Equipment
- ▶ Investment Banking
- ▶ Industry & Trade

Contact CompanyWeek for pricing/benefits



CompanyWeek Webcast Series Sponsor (Exclusive) | Schedule:

November | Financing your business:
From debt to equity to alternative financing — sources and advise

- ▶ Presenting Sponsor | Series
- ▶ \$2000 /series
- ▶ Moderate/Participate/Present
- ▶ Data share — attendee lists

Rate Card

Online Banner Advertising

www.companyweek.com

- ▶ Monthly run-of-site banner package
- ▶ Leaderboard and rectangle unit
- ▶ **\$400/month**

E-Publications

CO Mfg. Report | Colorado market

- ▶ 4X monthly - every Wednesday, 8 am delivery
 - ▶ 1X monthly insertion: \$400/insertion
 - ▶ 2X+ insertions: \$300/insertion
- ▶ E-publication + Online banners
 - ▶ 2X monthly insertions in 'This Week' e-newsletter
 - ▶ ROS banners
 - ▶ **\$700/month**

CA Mfg. Report | California market

- ▶ 2X monthly - Thursday, 8:15 PST delivery
 - ▶ 1X monthly insertion: \$500/insertion
- ▶ 2X+ insertions: \$300/insertions
 - ▶ E-publication + Online
 - ▶ 2X newsletter + ROS
 - ▶ **\$800/month**

UT Mfg. Report | Utah market

- ▶ 1X monthly
 - ▶ **\$300/insertion**
- ▶ E-publication + Online
 - ▶ **\$700/month**

Cannabis Manufacturing Report

National scope

- ▶ Quarterly
 - ▶ **\$400/insertion**

Rate includes two banner units:

Leaderboard 790X250 | Rectangle 300X250

CompanyWeek Network Buy

All markets / Mfg. Report E-publications + Online

- ▶ 20,578 subscribers | Run-of-site (ROS) banners
- ▶ 1X monthly insertion: \$1300/month
- ▶ 2X+ : \$900/insertion

CompanyWeek Industry Package | Designed for Manufacturers & Suppliers

CompanyWeek's Industry Package is a service for manufacturers and suppliers operating within key industry supply-chains.

The program is intended to provide low-cost, high-visibility ad and publicity opportunities for suppliers of all sizes -- AND -- connect companies that need things made, with companies that can make them.

Advertising placed through the Industry Package will appear across the **CompanyWeek** media network:

- ▶ **CO, CA, UT, and TX Mfg. Reports** -- state-specific e-publications -- and @CompanyWeek.com
- ▶ The SCoP supply-chain portal
- ▶ And the new Supplier Update

Supplier Update is a monthly recap of supplier information gleaned from CompanyWeek interviews, including capabilities and services added to the searchable SCoP supply chain portal.

Supplier Update will also focus on specific industry supply chains in monthly roundups of relevant suppliers. See the editorial calendar below.

Details:

- ▶ Banner ad insertions in (3) **Supplier Update** monthly editions—quarterly or issues of choice
- ▶ SCoP listing (for those companies that haven't been featured in **CompanyWeek**)
- ▶ Banner ad insertions in state **Mfg. Report** of choice (2X states w/basic program)
- ▶ Banner visibility @companyweek.com
- ▶ **Premium:** Introductions to companies featured in CompanyWeek
 - ▶ Basic program: **\$400/month**
 - ▶ Premium program: **\$560/month**