



INSIGHT POWER BOOK 2026

A YEARLONG MARKETING INVESTMENT

The Power Book is the **ULTIMATE GUIDE** to The Most Influential **BUSINESS LEADERS AND INDUSTRIES** of Northeast Wisconsin, serving as a year-round resource for top professionals.

In addition to the in-depth power rankings of key industries, align your brand with the powerful professionals recognized in our region through various award programs such as 40 Under 40, Women of Influence, CFO of the Year, Fastest Growing Companies and Wisconsin's Titan 100 Hall of Fame.

Insight readers will see the Power Book as a **"MUST READ"** special issue and will reference it throughout the year, making it a strategic marketing investment to ensure your brand is visible and top-of-mind with a highly engaged audience of community leaders and decision-makers throughout 2026.

1 Presenting Sponsor *(Only 6 available)*

Presenting Sponsors Receive Premium Full-Page Ad Positions:

Back Cover \$7000

Inside Front Cover \$6500

Page 3 *(Adjacent Inside Front Cover)* \$6000

Page 4 *(Adjacent Publisher Letter)* \$6000

Page 6 *(Adjacent Table of Contents)* \$5000

Inside Back Cover \$6500

Each of the six Presenting Sponsors will receive:

- ▶ Logo Placement in:
 - CEO message (200 words) on introduction page.
 - Prominently positioned on the "Thank You to Sponsors" page in Power Book.
 - Promotional ads for Power Book in Insight issue.
 - Our Power Book webpage all year long.
 - Email announcing Insight's Power Book.
- ▶ Up to 10 complimentary copies of the issue.

Mailed with the December issue of Insight on Business.

Space Deadline: October 24, 2025

Materials Due: October 30, 2025

3 A La Carte

Options to reserve a display ad in the Power Book.

Ad Size	Rate
Full Page	\$3000
1/2 Page (horiz)	\$2390
1/3 Page	\$1880
1/6 Page	\$998

2 Industry Sponsor *(Only 16 available at \$5,000)*

Each Industry Section Sponsor will receive:

- ▶ Power Rankings for Industry Sections.
- ▶ Exclusive full-page ad next to Industry Power Ranking.
- ▶ Logo Placement in:
 - Industry Power Ranking page.
 - "Thank You to Sponsors" page in Power Book.
 - Email announcing Insight's Power Book.
- ▶ Up to 6 complimentary copies of the issue.

Industry Sections

1. Commercial Banks
2. Credit Unions
3. Hospitals
4. IT Support Providers & Cybersecurity Firms
5. Law Firms
6. CPAs
7. Advertising Agencies, Marketing Companies, and PR Firms
8. Commercial Real Estate Brokers
9. Property Management Companies
10. Commercial Electricians
11. HVAC Technicians
12. Industrial Manufacturers
13. Convention Centers & Event Venues
14. Public and Private Universities
15. Community Colleges
16. Executive Search Services & Recruitment Firms