



INSIGHT POWER BOOK

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.

The Power Book will be released in December, is a vital resource for navigating the regional business ecosystem, directly reaching influential individuals and key businesses. It serves as a roadmap of influence, allowing professionals to strategically connect, build relationships, and identify growth opportunities across sectors like Finance, Healthcare, Real Estate, and Manufacturing.

Insight readers will treat the Power Book as a “MUST READ,” referencing it throughout 2027, ensuring your brand is top-of-mind with community leaders and decision-makers. Align your brand with the region’s most powerful professionals.

Space deadline Oct. 1, 2026 **Materials deadline** Nov. 1, 2026

Benefit Category	Power Sponsor	Industry Sponsor	Partner Sponsor
Sponsorships pricing	\$5,000-\$7,000	\$4,950	\$495 - \$2,100
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Insight Back Cover	Premier Placement	✓	✓
Website year-round	✓	✓	✓
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