



ADVERTISE IN WAUWATOSA

WAUWATOSA.NET

ADVERTISING OPTIONS



The City of Wauwatosa is a walkable, beautiful community filled with small businesses, eateries, greenspace, and public art. As the 14th largest resident population in Wisconsin, we proudly represent Wisconsin's 4th largest daytime population, evidence that Wauwatosa is a great place to live and work.

We have built an engaged network of Wauwatosa residents, business owners, and community partners.

Interested in advertising to Wauwatosa? Explore more:

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WAUWATOSA DEMOGRAPHICS

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DIGITAL AD IN
RESIDENT/BUSINESS EMAIL

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PRINTED AD IN ANNUAL
POSTCARD

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DIGITAL JOB PLACEMENT AD ON
WEBSITE

Wauwatosa's population has a median age of 37.9 years, younger than both the state and national median ages.

Source: U.S. Census Bureau 2019 ACS 5-Year Estimate

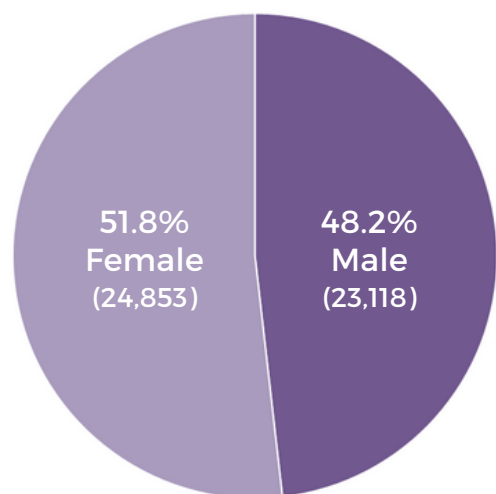


Under 5	Ages 5-19	Ages 20-24	Ages 25-34	Ages 35-44	Ages 45-54	Ages 55-64	Age 65+
3,478	7,783	1,858	8,543	6,266	5,667	6,213	8,163

Median Age: 37.9 years. Wisconsin median: 39.5 years. United States median: 38.1 years.

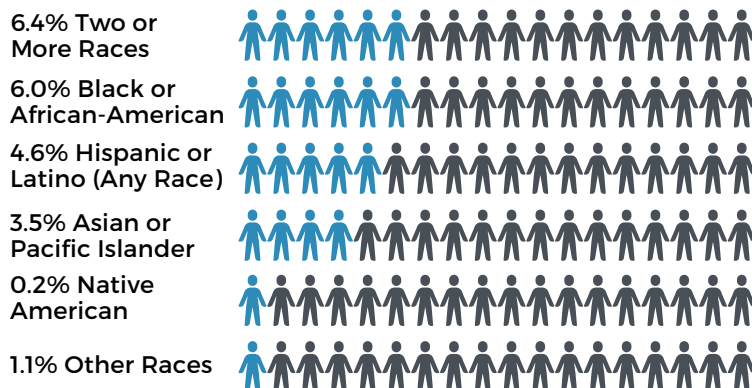
There are 93 men for every 100 women living in Wauwatosa.

Source: U.S. Census Bureau 2019 ACS 5-Year Estimate



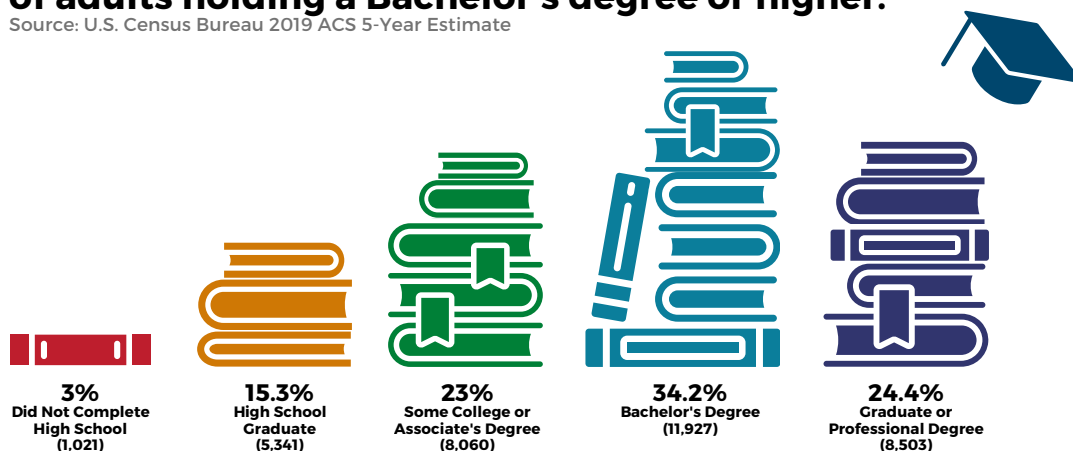
81.4% of Wauwatosa residents are non-Hispanic white, while 18.6% are of another race or ethnicity.

Source: U.S. Census Bureau 2020 Decennial Census



Wauwatosa is an educated community, with 58.6% of adults holding a Bachelor's degree or higher.

Source: U.S. Census Bureau 2019 ACS 5-Year Estimate



Educational Attainment of 34,852 Wauwatosa Residents 25 Years and Over





DIGITAL AD IN BI-WEEKLY EMAIL

2,500

The Wauwatosa News in Brief is a biweekly email that is read by residents, business owners, and community partners in the city. We have over 2,500 subscribers.

65%

We have a strong open rate at 65%. This is significantly higher than private sector or retail open rates, which can be between 17-25%.

26

You have 26 opportunities in a year to advertise - every other Friday.

Dates of emails

Jan. 10 and 24
Feb. 7 and 21
March 7 and 21
April 4 and 18
May 1, 16 and 30
June 13 and 27
July 11 and 25
August 8 and 22
Sept. 5 and 19
Oct. 3, 17 and 31
Nov. 14 and 28
Dec. 12 and 26

Deadline

All aspects of advertisement for the bi-weekly newsletter must be sent by the Wednesday before the Friday of publication.

Ad option 1:

- 600x400 pixels
- Get priority placement for your ad at the top of our bi-weekly newsletter under the top story
- \$200 for one email placement

Ad option 2:

- 600x200 pixels
- Explore room at the bottom of our newsletter
- \$150 for one email placement

Interested in advertising?
Go to wauwatosa.net/advertising



PRINTED AD IN ANNUAL POSTCARD

Reach 23,000+ Households

Every Spring, the City of Wauwatosa sends an annual postcard to every household in our community, including single-family homes, condos, and apartment units. In addition to the city's produced content, we offer advertising space to help spread the word about your local business and available services.

Option 1 - Single Space

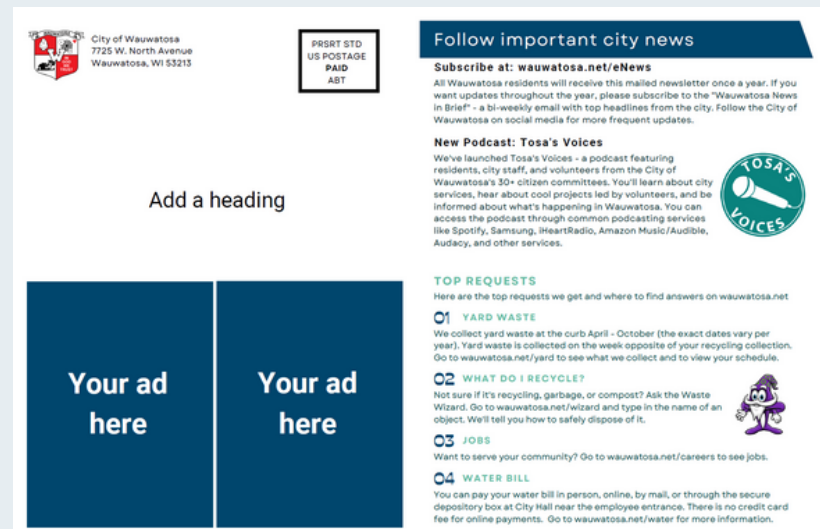
For \$750, reach Wauwatosa's residents through one of two available advertising spaces on our postcard. Advertising specifications will be finalized with each customer.

Option 2 - Double Space

For \$1,500, reach Wauwatosa's residents through both of the available advertising spaces on our postcard. Advertising specifications will be finalized with each customer.

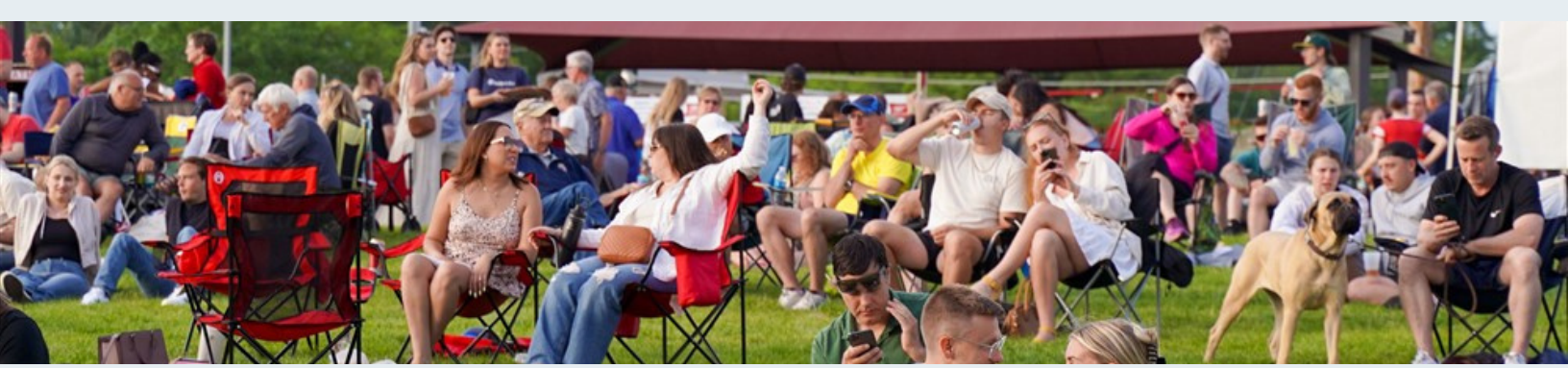
Deadline

All aspects of advertisement, including payment, must be shared with the Communications Team before the postcard is sent to print. All deadlines will be communicated directly with the customer.



Example postcard. Content subject to change.

Interested in advertising?
Go to wauwatosa.net/advertising



DIGITAL JOB PLACEMENT AD

Reach over 1.4 Million Annual Visitors

Every day, thousands of residents and job seekers visit wauwatosa.net to stay informed about city services, programs, and opportunities. To help connect local employers with this active audience, we offer job placement advertising on our website. With “jobs” being one of the most searched terms on wauwatosa.net, your posting will be seen by people who are already looking for work close to home.

Option 1 - Single Space

For \$25 per placement, reach Wauwatosa’s residents through the city’s website. Each placement would run on the website for two weeks. Advertising specifications will be finalized with each customer.

Deadline

All aspects of advertisement, including payment, must be shared with the Communications Team before the listing is published. All deadlines will be communicated directly with the customer.

Jobs within Wauwatosa

If you want to advertise your job here, [fill out a job posting form](#).

- Crossing Guard, City of Wauwatosa. \$17 per hour. Crossing guards are placed at locations throughout Wauwatosa. You work two hours per day on school days - one hour in the morning, and one hour in the afternoon. If you're interested in becoming a crossing guard, please contact Jennifer Metcalf at (262) 233-3066.

Example job placement ad. Content subject to change.

Interested in advertising?
Go to wauwatosa.net/advertising