



## About Bay View Compass Distribution & Advertising Deadlines

### Milwaukee Press Club Investigative Reporting Winner

*63%+ of the paper is distributed outside of Bay View*

- We publish 10,000 - 15,000 issues each month. The Compass is published on, or a few days prior, to the 1st of each month.
- We distribute at 120+ drops from UWM and Riverwest on the north border, south through East Side, Brady Street, Third Ward, Walker's Point, Bay View, St. Francis, Cudahy, and South Milwaukee to Woodman's in Oak Creek.
- We distribute at public libraries: East on North Ave., Central on Wisconsin Ave., Bay View, Tippecanoe on Howard and Howell Avenues, St. Francis, and Cudahy.
- We have high-traffic racks at the UWM Union; Whole Foods on the East Side (North Ave. and Prospect Ave.); Woodman's in Oak Creek, Piggly Wiggly on Chase/First and Rawson Road; Outpost in Bay View; Beans & Barley on the East Side; and Alterra in Riverwest that we re-supply throughout the month. Although our content coverage is focused on the Bay View area, *63% of our distribution area is outside of Bay View.*
- Our paper enjoys a very high reputation for quality writing and reporting and for its focus on the Bay View and South Shore neighborhoods. Our reportage includes local news, schools, local history, and businesses. We also cover people and issues beyond Bay View including MPS; lake, river and water issues; urban agriculture, and local history.
- We have a broad following via our website—statewide and beyond—for our environmental reporting, especially water and waterways issues and the developing urban agriculture systems.
- Customers tell us that coupons work well for them and that advertising in general works well for them.

#### **TERM: YOUR AD RECEIVES FOUR-WEEKS EXPOSURE!**

**Design:** We can design or photograph images for your ad. We have a talented designer, who also does commercial photography for his other clients.

**Bay View Compass.com** We offer affordable rates are available if you wish to advertise on our website.

**Special Projects:** We offer other advertising opportunities including our annual holiday guide, map, and special-topic sections.

**DEADLINE** for completed contract, ad, and prepayment is the 20th of the month that your ad is to run in the Compass. Send your ad to your ad rep or to [editor@bayviewcompass.com](mailto:editor@bayviewcompass.com).

*Please call if you have questions about advertising, or if you would like us to design the ad for you.*