



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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JOB POSTING ON
WAUWATOSA.NET

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DIGITAL AD IN
RESIDENT/BUSINESS EMAIL

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

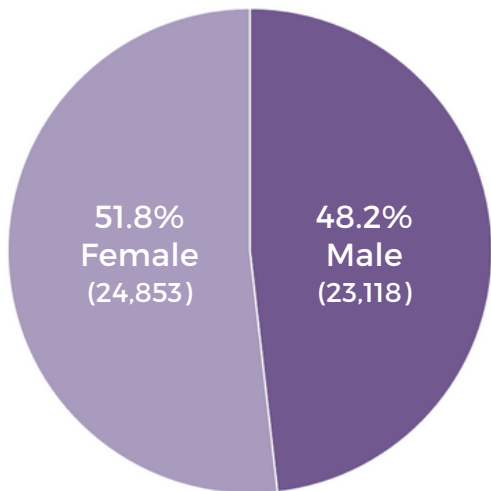
Source: U.S. Census Bureau 2019 ACS 5-Year Estimate



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



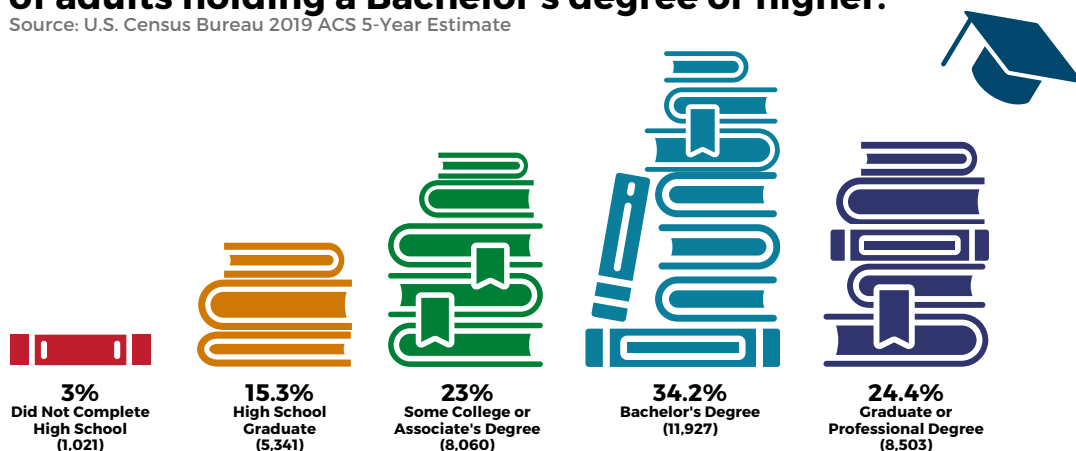
81.4% of Wauwatosa residents are non-Hispanic white, while 18.6% are of another race or ethnicity.

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



JOB POSTING

"Jobs" is the second most searched word on the city's website. We have an engaged network of people who want to work in Wauwatosa. Here's an opportunity to connect them with your workplace.

2 MILLION WEB VIEWS

Wauwatosa.net received over 2 million views from January 2022 to January 2023.

DEMOGRAPHICS

Learn more about the audience you'll be reaching. On page 2 is a demographic report of the community. Wauwatosa's population is younger than both the state and national average. Our community is also very educated, with 58.6% of adults holding a Bachelor's degree or higher. Read the full report at wauwatosa.net.

WHAT TO SUBMIT

To advertise your job, please submit:

- Job title
- Brief description (70 words)
- Link to the full job listing or application site

Go to wauwatosa.net/advertising to submit your job. You will receive communication from our staff when the job listing is approved.

DEADLINE AND PRICE

This is an ongoing opportunity to advertise your job. We will advertise your job for two weeks at a rate of \$50. You can submit multiple jobs or multiple times.

REQUIREMENTS

Your job must benefit the Wauwatosa community. We will accept jobs from employers physically located in the city. The job posting can be work completed at the employer's location or remotely.

Get started: wauwatosa.net/advertising

Questions?

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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. 11 and 26
- Feb. 9 and 23
- March 8 and 22
- April 5 and 19
- May 3, 17 and 31
- June 14 and 28
- July 12 and 26
- August 9 and 23
- Sept. 6 and 20
- Oct. 4 and 18
- Nov. 1, 15 and 29
- Dec. 13 and 27

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
- \$150 for one email placement

Ad option 2:

- 600x200 pixels
- Explore room at the bottom of our newsletter
- \$100 for one email placement

Interested in advertising?
Go to wauwatosa.net/advertising