

## Rate Card: Wisconsin Alumni Association Publications



Reach nearly 400,000 affluent and influential alumni of the University of Wisconsin–Madison. The Wisconsin Alumni Association® (WAA) has two magazines — *On Wisconsin* and *Badger Insider* — that connect with readers who are loyal, motivated, and eager to discover more about the university and fellow alumni.

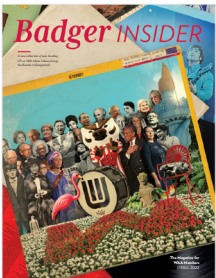


With a circulation of nearly 400,000, *On Wisconsin* — sent to all domestic and select international UW–Madison alumni — is one of the most widely read alumni magazines

in the nation. Its writing and photography have won multiple awards, and this quarterly publication is consistently rated as the most valuable communication that alumni receive from their university.

### *On Wisconsin*

	1x	2x	3x	4x	5–7x	8x+
Full Color						
Full Page	\$9,740	\$8,150	\$7,565	\$6,955	\$6,425	\$6,000
1/2 HZ	\$5,565	\$4,680	\$4,335	\$3,980	\$3,585	\$3,195
Inside Back Cover	\$10,000	\$9,000	\$8,500	\$8,000	\$7,500	\$7,000



*Badger Insider* is the forum for WAA members — the most dedicated alumni and friends of UW–Madison, and those who return to Madison most often. Sent to more than 33,000

current members of WAA, *Badger Insider* commonly shares readers' stories and photos in its pages, making this biannual magazine a celebration of the Badger lifestyle.

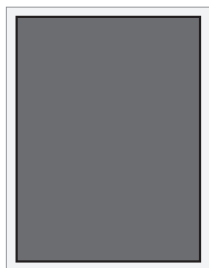
### *Badger Insider*

	1x	2x	3x	4x	5–7x	8x+
Full Color						
Full Page	\$3,815	\$3,275	\$2,975	\$2,675	\$2,275	\$2,125
1/2 HZ	\$2,700	\$2,395	\$2,125	\$1,720	\$1,495	\$1,175
Inside Front Cover	\$3,915	\$3,375	\$3,075	\$2,700	\$2,375	\$2,175
Inside Back Cover	\$3,775	\$3,475	\$3,175	\$2,875	\$2,575	\$2,075

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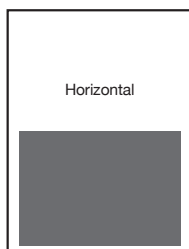
### Ad Dimensions



Full page

*On Wisconsin*  
*Badger Insider*

Full-page trim size:  
8.375" x 10.875"  
Requires 0.125" bleed  
8.625" x 11.125"



1/2 page:

*On Wisconsin:*  
6.975" x 4.475"

*Badger Insider:*  
7.375" x 4.375"

### Publication Dates and Deadlines

#### *On Wisconsin*

Issue	Space	Ad Due
Spring (March)	Jan. 4	Jan. 11
Summer (June)	March 14	March 21
Fall (September)	June 13	June 20
Winter (November)	Sept. 12	Sept. 19

#### *Badger Insider*

Issue	Space	Ad Due
Spring (April)	Jan. 19	Jan 26
Fall (October)	July 22	July 29

### Publication Dates and Deadlines

Cancellations are not accepted within 45 days of publication dates. First-time advertisers must prepay 30 days before the cover date. Otherwise, payment is due within 30 days of publication with an approved credit application.

### Agency Commission

Rates are NET. Agency commission can be figured by multiplying the rates by 1.1765. Please see your account manager for details.

### Advertising Policy

All advertising is subject to acceptance by each magazine's editorial review committee. These committees reserve the right to reject advertising material on or before receipt of artwork.

Special-position requests entail a 15 percent additional charge (limited availability).

This information can also be found online at [uwalumni.com/advertise](http://uwalumni.com/advertise).

### Production and Dimensions

**Printing process:** Web offset

**Size:** 8.375" x 10.875"

***On Wisconsin:*** 68 pages, including covers

***Badger Insider:*** 36 pages, including covers

**Printing requirements:** Ads must be high-resolution (300 dpi) PDFs with no spot color, crop marks, or bleeds. They must also be CMYK. Ads with RGB images will be returned for revision. Full-cover and back-page ads require 0.125" bleed.

Advertisers must provide an accompanying proof.

Specifications for stitched inserts are available on request.