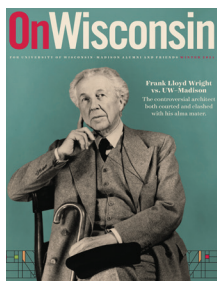


Rate Card: Wisconsin Alumni Association Publications



Reach more than 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 403,000, *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

Full Color	1x	2x	3x	4x	5–7x	8x+
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



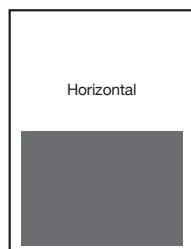
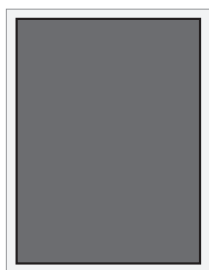
Badger Insider is the forum for WAA members — the most dedicated alumni and friends of UW–Madison, and those who return to Madison most often. Sent to more than 33,000

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

Full Color	1x	2x	3x	4x	5–7x	8x+
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

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. 2	Jan. 9
Summer (June)	March 19	March 26
Fall (September)	June 18	June 25
Winter (November)	Aug. 25	Sept. 5

Badger Insider

Issue	Space	Ad Due
Spring (April)	Jan. 17	Jan. 24
Fall (October)	July 22	July 29

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.

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.

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

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.