Wisconsin Alumni Association Digital-Media Rate Card



With nearly 400,000 UW-Madison alumni – and countless Badger friends – around the world, you can get your message in front of a loyal audience that's interested in businesses associated with the UW. By targeting your message using our digital-media channels, you can connect with alumni in a variety of ways.





The Flamingle is a weekly email publication sent out in the early-morning hours, nearly every Friday, to approximately 100,000 UW alumni and friends. The publication shares stories, news, and images from campus for all to enjoy. Flamingle readers revel in the traditions they love most about the UW.

285 x 110 px Footer Ad in Email

Times run 1–13x 14–26x 27+ Rate per week \$1,000 \$850 \$700

This email footer is exclusive: only one is sold per week (issue), based on availability.

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Wisconsin Alumni Association (WAA) members are some of the most dedicated Badgers around, so you can add real cachet to your business by including your product or service on WAA's exclusive Member Benefits page (and offer a special discount/perk). You'll receive space for your company name (linked to your website) along with descriptor text.

Product/Service Listing

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