

# Wisconsin Alumni Association Publications — Rate Card



Reach more than 300,000 affluent and influential alumni of the University of Wisconsin-Madison. The Wisconsin Alumni Association's three magazines, *On Wisconsin*, *Badger Insider*, and *Forward under 40*, connect with readerships that are loyal, motivated, and eager to discover more about Madison and fellow alumni.



With a circulation of 316,000, *On Wisconsin* is one of the most widely read alumni magazines in the nation. Its writing and photography have won multiple awards, and this

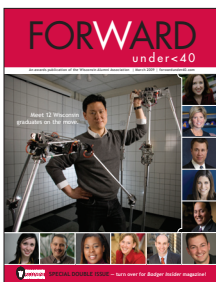
quarterly publication is consistently rated as the most valuable communication that alumni receive from their university.



*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. Its

**more than 30,000**

readers commonly share their own stories and photos in *Badger Insider's* pages, making this quarterly magazine a celebration of the Badger lifestyle.



Each year, WAA offers *Forward under 40* awards to honor the accomplishments and achievements of UW-Madison's young alumni. And each March, WAA publishes *Forward*

*under 40* magazine to tell those grads' stories.

**Mailed to 100,000 alumni**, *Forward under 40* is fast becoming a hot read for the latest generation of Badgers.

## On Wisconsin

	1x	2x	3x	4x	5-7x	8x+
Full Color						
Full Page	\$9,365	\$7,915	\$7,415	\$6,955	\$6,425	\$6,000
2/3 VT	\$6,955	\$6,010	\$5,640	\$5,280	\$4,850	\$4,475
1/2 HZ	\$5,350	\$4,545	\$4,250	\$3,980	\$3,585	\$3,195
1/3 VT	\$4,280	\$3,580	\$3,350	\$2,970	\$2,750	\$2,500
1/4 Page	\$3,745	\$3,085	\$2,885	\$2,715	\$2,400	\$2,125
Inside						
Back Cover	\$10,000	\$9,000	\$8,500	\$8,000	\$7,500	\$7,000
Black & White						
Full Page	\$6,690	\$5,800	\$5,355	\$5,075	\$4,650	\$4,425
2/3 VT	\$5,135	\$4,415	\$4,070	\$3,805	\$3,615	\$3,400
1/2 HZ	\$4,015	\$3,345	\$3,090	\$2,845	\$2,675	\$2,450
1/3 VT	\$2,945	\$2,350	\$2,060	\$1,825	\$1,600	\$1,385
1/4 Page	\$2,250	\$1,805	\$1,650	\$1,475	\$1,280	\$1,075

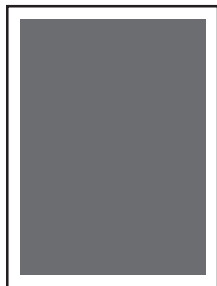

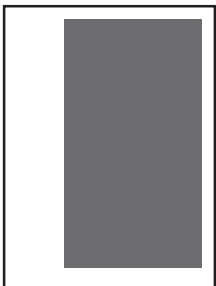
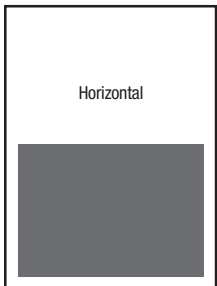
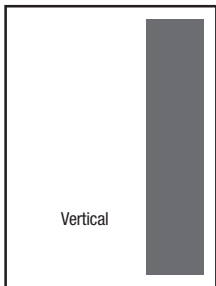
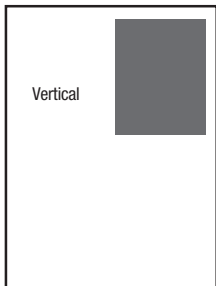
## Badger Insider

	1x	2x	3x	4x	5-7x	8x+
Full Color						
Full Page	\$3,715	\$3,375	\$3,040	\$2,700	\$2,550	\$2,325
2/3 VT	\$3,150	\$2,870	\$2,585	\$2,295	\$2,170	\$1,975
1/2 HZ	\$2,700	\$2,395	\$2,125	\$1,720	\$1,495	\$1,175
1/3 VT	\$2,175	\$1,920	\$1,700	\$1,375	\$1,195	\$940
1/4 Page	\$1,350	\$1,080	\$910	\$875	\$775	\$575
Back Cover	\$3,715	\$3,375	\$3,040	\$2,700	\$2,525	\$2,400
Inside						
Front Cover	\$4,270	\$3,880	\$3,495	\$3,105	\$2,905	\$2,760
Inside						
Back Cover	\$4,225	\$3,790	\$3,365	\$2,985	\$2,820	\$2,660
Black & White						
Full Page	\$2,365	\$2,025	\$1,690	\$1,350	\$1,125	\$975
2/3 VT	\$2,010	\$1,720	\$1,435	\$1,150	\$900	\$895
1/2 HZ	\$1,450	\$1,315	\$1,150	\$1,015	\$925	\$850
1/3 VT	\$1,160	\$1,050	\$920	\$810	\$740	\$680
1/4 Page	\$1,080	\$910	\$775	\$610	\$525	\$400

## Forward under 40

	1x	2x	3x	4x	5-7x	8x+
Full Color						
Full Page	\$4,500	\$4,250	\$4,000	\$3,750	\$3,500	\$3,000
1/2 Page	\$3,500	\$3,250	\$3,000	\$2,750	\$2,500	\$2,000
Inside						
Front Cover	\$5,175	\$4,890	\$4,600	\$4,315	\$4,025	\$3,450
Inside						
Back Cover	\$5,175	\$4,890	\$4,600	\$4,315	\$4,025	\$3,450

**Ad Dimensions:** (Forward under 40 — ½ page and full page formats only)

					
Full page (7.375" x 9.875") Bleed (9.625" x 11.125")	Full page back cover (7.375" x 8.25")	2/3 page (4.75" x 9.125")	1/2 page (7.375" x 4.375")	1/3 page (2.25" x 9.125")	1/4 page (3.5" x 4.375")

### Publication Dates and Deadlines

#### *On Wisconsin*

Issue	Space	Ad due
Summer (June)	April 1	April 20
Fall (September)	July 2	July 20
Winter (November)	Sept. 4	Sept. 21
Spring (March 2010)	Jan. 4	Jan. 18

#### *Badger Insider*

Issue	Space	Ad due
Summer (July)	May 1	May 18
Fall (October)	Aug. 3	Aug. 17
Winter (January 2010)	Nov. 2	Nov. 16
Spring (April 2010)	Feb. 1	Feb. 15

#### *Forward under 40*

Issue	Space	Ad due
March (2010)	Jan. 4	Jan. 18

Space reservations are due two months prior to publication date. Camera-ready materials are due one month prior to publication date.

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

### Agency Commission

Granted to all recognized advertising agencies. Please contact account manager for details.

### Advertising Policy

All advertising is subject to acceptance by each magazine's editorial review committee. We 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 on the Web at [uwalumni.com/advertising](http://uwalumni.com/advertising).

### Production and Dimensions

**Printing process:** Web offset

**Size:** 8 3/8" x 10 7/8"

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

**Badger Insider:** 32 pages, including covers

**Forward under 40:** 32 pages, including covers

**Printing requirements:** We prefer that advertisers submit ads as PDFs. Advertisers must provide accompanying proof. Specifications are available on request for stitched inserts.