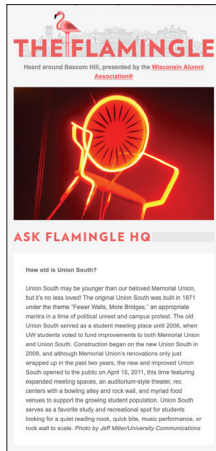
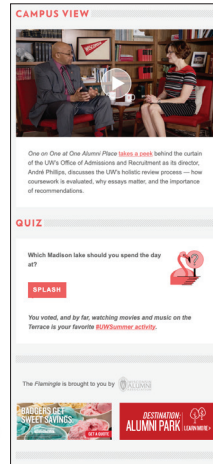


With more than 450,000 UW–Madison alumni – and countless Badger friends – around the world, you can get your message in front of a loyal audience that’s interested in businesses associated with the UW. By targeting your message using our digital-media channels, you can connect with alumni in a variety of ways.



285 x 110 Email Footer



**The Flamingle** is a weekly email publication sent out in the early-morning hours, nearly every Friday, to approximately 200,000 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 Footer Ad in Email

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

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

## Members-Only Discounts and Offers

Accommodations and Travel Details	+
Restaurant Discounts	+
Retail Savings	x

### Product/Service Listing

- Chirp**  
WAA members receive \$5 towards their first audiobook on [Chirp!](#) Want to follow in Well Red Bucky's footsteps while saving money? At Chirp, you can purchase audiobooks—up to 95% off—with no subscription or membership fees. Simply enter the code UWALUMNI5 to get this exclusive, members-only deal.
- University of Wisconsin Press**  
WAA members save 30% on all [UW Press](#) titles! To redeem this exclusive offer, make your title selection(s), click on the shopping cart. Choose cloth, paper, or e-book formats and type "WAA" in the promo code box.
- Office Depot/OfficeMax**  
WAA members can save up to 80% on over 93,000 products at Office Depot and OfficeMax (now one company)! Enjoy these exclusive savings when you shop online or in any store. Plus, FREE next-day delivery on online orders over \$50! [Shop online](#) or print off a FREE Store Purchasing Card.
- The University Book Store**  
WAA members receive 15% off one collegiate clothing or gift item at the [University Book Store](#), featuring a great selection of Badger clothing and gift items, books, art/office/school supplies, and more. Member discount in store only — State Street and Hilldale locations.

WAA members are some of the most dedicated Badgers around, so 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

- Descriptor text
- Offer a special discount/perk to WAA members [uwalumni.com/memberbenefits](http://uwalumni.com/memberbenefits)