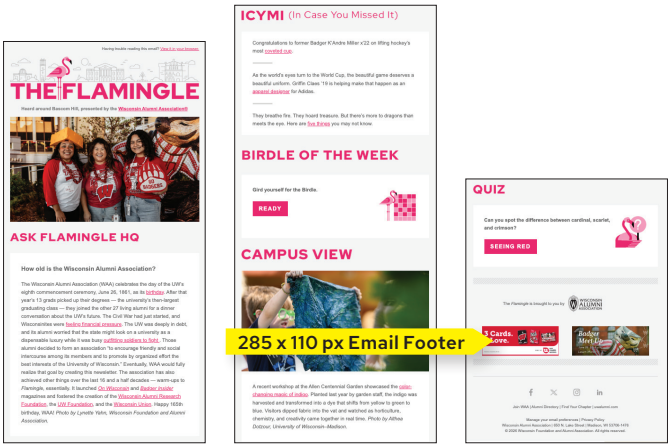
Wisconsin Alumni Association Digital-Media Rate Card

With nearly 470,000 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.

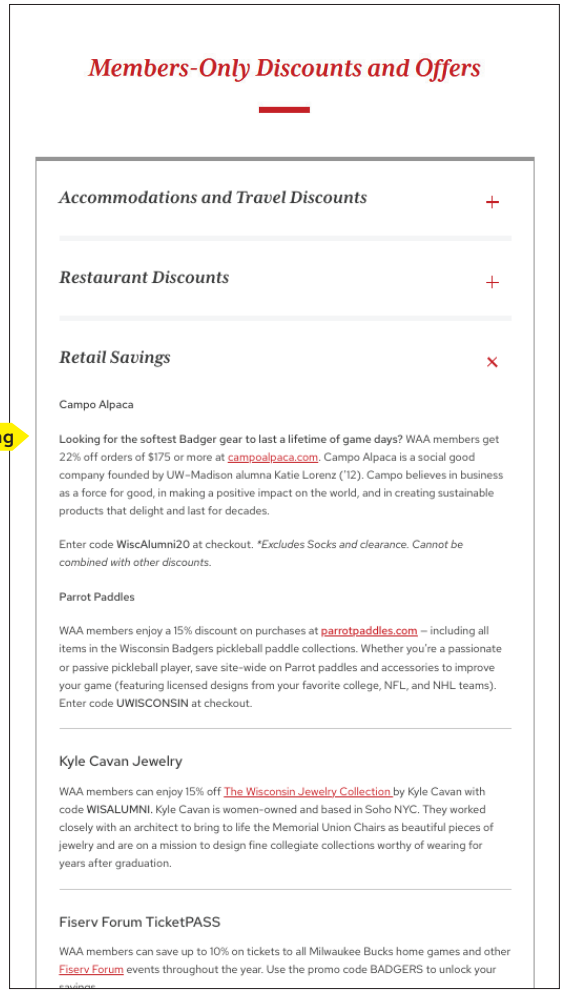


The *Flamingle* is a weekly email publication sent out in the early-morning hours, nearly every Friday, to approximately 150,000 UW alumni and friends. The publication shares stories, news, and images from campus for all to enjoy. *Flamingle* readers revel in the traditions they love most about the UW.

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.



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

- Descriptor text
- Offer a special discount/perk to WAA members

uwalumni.com/memberbenefits