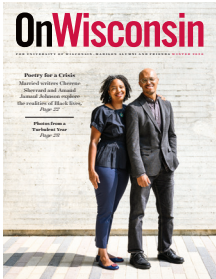


Rate Card: WAA Publications

Reach more than 380,000 affluent and influential alumni of the University of Wisconsin–Madison. The Wisconsin Alumni Association’s (WAA) two magazines — *On Wisconsin* and *Badger Insider* — connect with readers who are loyal, motivated, and eager to discover more about the university and fellow alumni.



With a circulation of more than 380,000, *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.



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 32,000 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.

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

| | | | | | | |
|--------------------|---------|---------|---------|---------|---------|---------|
| 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 |

Publication Dates and Deadlines

On Wisconsin

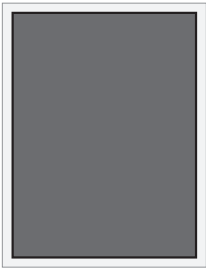
| Issue | Space | Ad Due |
|-------------------|----------|----------|
| Spring (March) | Jan. 6 | Jan. 13 |
| Summer (June) | March 17 | March 31 |
| Fall (September) | June 16 | July 8 |
| Winter (November) | Sept. 8 | Sept. 20 |

Badger Insider

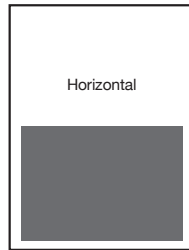
| Issue | Space | Ad Due |
|----------------|---------|---------|
| Spring (April) | Jan. 22 | Feb. 8 |
| Fall (October) | July 30 | Aug. 16 |

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.

Ad Dimensions



Full-page trim size:
8.375" x 10.875"
Requires .125" bleed
8.625" x 11.125"



1/2 page:
On Wisconsin:
6.975" x 4.475"
Badger Insider:
7.375" x 4.375"

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: 32 pages, including covers

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 .125" bleed.

Advertisers must provide an accompanying proof.

Specifications for stitched inserts are available on request.