

Wisconsin Alumni Association Digital-Media Rate Card

With nearly 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.



600 x 70 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.

600 x 70 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.

205 x 205 Sidebar Ad on uwalumni.com

Product/Service Listing

140 x 140 logo with descriptor text

By advertising on uwalumni.com, you'll reach a growing audience that consistently seeks information about the UW and its alumni. The site offers daily content updates, which helps to generate an impressive flow of web traffic and repeat visitors.

205 x 205 Sidebar Ad

- \$1,000 per month
- Placement rotates throughout the site (excluding the home page).

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 logo (linked to your website) along with descriptor text.

Product/Service Listing

- 140 x 140 logo
 - Descriptor text
 - FREE when you offer a special discount/perk to WAA members
- uwalumni.com/memberbenefits

