

# Rate Card: Wisconsin Alumni Association® Publications



Reach more than 351,000 affluent and influential alumni of the University of Wisconsin–Madison. The Wisconsin Alumni Association’s (WAA) three magazines — *On Wisconsin*, *Badger Insider*, and *Forward under 40* — connect with readers who are loyal, motivated, and eager to discover more about the university and fellow alumni.



With a circulation of more than 351,000, *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.

## 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
2/3 VT	\$7,235	\$6,190	\$5,750	\$5,280	\$4,850	\$4,475
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* 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 triannual magazine a celebration of the Badger lifestyle.

## 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
Back Cover	\$3,915	\$3,375	\$3,075	\$2,700	\$2,375	\$2,175
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



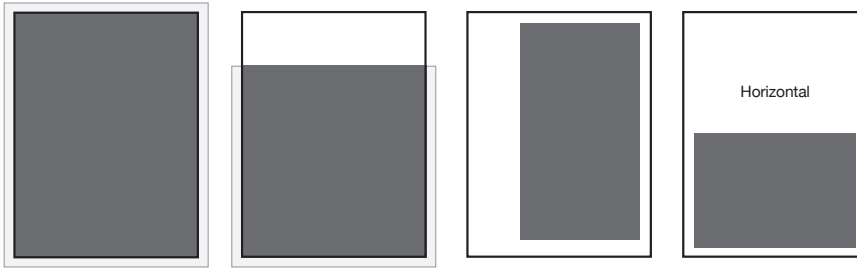
Each year, WAA presents Forward under 40 Awards to honor the accomplishments and achievements of UW–Madison’s young alumni. And each March, WAA publishes **Forward**

**under 40** magazine to tell those grads’ stories. **Mailed to more than 75,000 alumni**, *Forward under 40* is fast becoming a hot read for the latest generation of Badgers.

## Forward under 40

Full Color	1x	2x	3x	4x	5–7x	8x+
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 offers half-page and full-page formats only)



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

Back-cover trim size:  
8.375" x 7.875"  
  
Requires .125" bleed  
*Badger Insider* only

2/3 page:  
4.875" x 9.125"  
  
*On Wisconsin* only

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

## Publication Dates and Deadlines

### *On Wisconsin*

Issue	Space	Ad due
Spring (March)	Jan. 2	Jan. 11
Summer (June)	Mar. 20	Mar. 29
Fall (September)	June 19	June 28
Winter (November)	Sept. 4	Sept. 13

### *Badger Insider*

Issue	Space	Ad due
Spring (April)	Jan. 23	Feb. 4
Summer (July)	May 1	May 14
Fall (October)	July 31	Aug. 14

### *Forward under 40*

Issue	Space	Ad due
March	Jan. 2	Jan. 11

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.

## 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](http://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

***Forward under 40:*** 16 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.