

INSIDE UW-MADISON



Inside UW-Madison

The news and information source for faculty and staff

February 9, 2016

Point Blank



Chancellor Rebecca Blank highlighted student and faculty achievements in an address to the Board of Regents Thursday, saying that in many ways 2015 was a record-setting year. And she urged a renewed commitment to keeping UW-Madison among the top public universities at a time when peer institutions are seeing greater investment from their states. You can watch the speech in its entirety.

Top Stories

Morgridge summit showcases community service
 UW-Madison researchers and community partners shared dozens of stories about the connections they've made at "Progressing Together: Campus & Community Summit" Friday at the Discovery Building. The summit kicked off the 20th anniversary celebration of the Morgridge Center for Public Service.

Student artist discusses racism through performance art
 Wheelhouse Studios student artist-in-residence Tiffany Ike presents The DROPS Project, an interactive performance art piece, on Feb. 11. Ike created The DROPS (Discrimination, Race, Oppression, Prejudice, Stereotyping) Project to spark a dialogue around race relations and the power of words.

Campus advertiser

Fluno Center Open House: Dancing Through the Decades
 Join us Feb. 25 from 4:30-6:30 p.m. Visit themed rooms, enjoy music, food & prizes! RSVP via email to Jillian Rounfull or call 608-441-7112.



Around Campus

Three in the running for university relations post
 Three finalists have been selected in the search for a vice chancellor for university relations. The vice chancellor oversees the offices of University Communications, Marketing and Brand Strategy, and Strategic Partnerships (federal, state, community, corporate and campus and visitor relations).

Q & A: Brauer offers better ways to promote diversity
 Markus Brauer is focused on your good behavior, like recycling your bottles, avoiding Web surfing at work, or giving up your seat on the bus. Brauer's research explores how to promote that sort of civil behavior -- which means it sometimes delves into behaviors such as racism that are not at all civil.

Campus advertisers

Nursing students...

REVIVE YOUR LUNCH!

Wednesday Nite @ the Lab

Explore the Unknown!

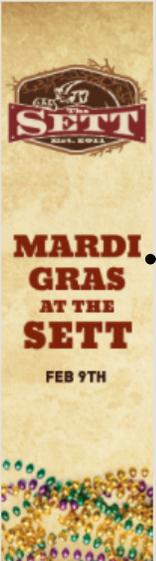


Inside UW

[On the Web](#)
[Archives](#)
[Submitting Content](#)
[Contact Us](#)
[Advertising](#)
[Events](#)
[Faculty and Staff](#)
[Resources](#)
[Milestones](#)
[For the Record](#)





AUDIENCE

More than **32,000** people receive each issue of *Inside UW-Madison*.

This includes faculty, staff, and graduate assistants. An additional **3,700** staff members from affiliated organizations such as UW Hospital and Clinics, the Wisconsin Alumni Association, and the University of Wisconsin Foundation are also part of the UW-Madison campus community.

DISTRIBUTION SCHEDULE

Inside UW-Madison is published twice weekly (Tuesdays and Thursday mornings) during the academic year. Ads intended for the Tuesday edition must be submitted to University Marketing by the previous Friday. Ads intended for the Thursday edition must be submitted by Tuesday.

See [website](#) for policy and payment information.

Display Ad
 "Above the fold" display ads can graphically catch the reader's attention. Link to a website or events calendar.

Featured Editorial Ad
 Located within editorial content, this popular position gives you the chance to communicate a longer message.

Skyscraper Ad
 This location offers both additional space and impact. Use a bolder image or provide more detail in this ad space. Link to a website or events calendar.

Due to popular demand we now offer two Featured Editorial Ad positions per issue.

AD FEATURES	RATE (PER ISSUE)
-------------	---------------------

Display Ad Graphic	\$100
Featured Editorial Ad Ad Title 150 Characters Text Graphic	\$200
Skyscraper Ad Graphic	\$100

THE WEEKLY

The Weekly
Official news and info for your week at UW-Madison SEPTEMBER 23, 2015

TRENDING Humans vs. Zombies Zola Jesus Returns

BE IN THE KNOW

Stopping sexual assault: fostering safer spaces begins with conversation
As the UW-Madison community grapples with the results of the AAU sexual assault survey, a student calls on the campus to shift the way we talk about sexual violence. **Related:** University leaders respond to the survey's findings

Free flu shots for students start Friday
Don't let the flu slow you down this fall. Starting this Friday, University Health Services will be offering free flu shots to all registered students. Boost your immunity before you hit the books so you're focused on Scantrons, not sniffles.

All about #UWFall
It's the most colorful time of the year! What's all the buzz about? You live on one of the most Instagrammable campuses on earth, so let's celebrate -- in pictures, naturally.

GET SOCIAL

@uwmadison's favorite tweets

Matt Ferris When ball is life but you still care about your career #WalkOnFraternity #ProudBBAdger @UWMadison @UWBusiness pic.twitter.com/4xdogTdyUB — Matt Ferris (@Ferris_matt) September 18, 2015

Lexi Ox My study/nap spot is cooler than yours @UWMadison pic.twitter.com/0rms2tmCEc — Lexi Ox (@Lezzi_Oxx) September 22, 2015

This was the highlight of my day @UWMadison pic.twitter.com/z0F0t31bxw — Harry Hochwarter (@harrythe1pster) September 22, 2015

Happy #FirstDayOfFall! Throw back to last year around this time at @UWMadison. pic.twitter.com/lGDynjyFB4 — Emily Yslas (@emilytyy) September 23, 2015

Campus advertiser

Intern Abroad!
Learn about international internship opportunities and get advising on resources, credit, funding and more from the UW-Madison International Internship Program (IIP).

Campus advertisers

AUDIENCE

More than **43,000** students receive each issue of *The Weekly*. Our students come from all 50 states and more than 130 countries.

DISTRIBUTION SCHEDULE

The Weekly is published once each week (on Wednesday evenings) during the academic year, including summer term. Ads must be submitted to University Marketing by the Monday prior to the issue.

See [website](#) for policy and payment information.

AD FEATURES	RATE (PER ISSUE)
-------------	------------------

Trending Link **\$100**
Title (embedded URL)

Featured Editorial Ad **\$200**
Ad Title
150 Characters Text
Graphic

Display Ad **\$100**
Graphic

Trending Link
Focus attention on your event with this top-space placement

Featured Editorial Ad
Located within editorial content, this position gives you the chance to communicate a longer message with multiple links.

Display Ad
Display ads can graphically catch the reader's attention. Link to a website or events calendar.

GUIDELINES

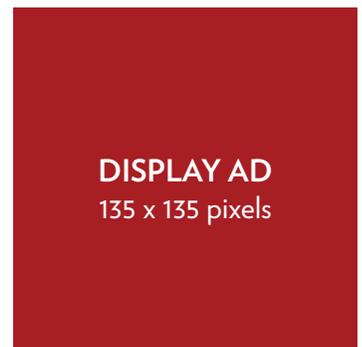
Display and **Skyscraper** ads work best as bold billboards. Focus on the *who, what, where, when* information. Let the additional details reside on the linked web page. The ad has one purpose - to engage the user to click - and should not convey all the details in one space.

- ❑ Use 10 pt font or larger on all ad types
- ❑ Institutional logos do not translate well to ad sizes (this is an internal UW audience)
- ❑ A written URL is not necessary as the ad links directly to the URL when clicked
- ❑ Use background colors that stand out against the tan Inside UW background colors
- ❑ Include the day of the week but not the year. Thurs., Feb 13
- ❑ Fill the graphic space. Use thinner borders to allow more room for design space
- ❑ Script fonts hinder legibility
- ❑ Avoid red on black, black on red combinations

Featured Editorials offer the ability to include a short ad title and 150 characters of text.

In addition to the *who, what, where, when* information, focus on the user benefit (or the value for the user to attend, sign up, or click the ad) rather than the sponsors or department coordinating the event.

- ❑ Use the thumbnail space for imagery about the event or activity
- ❑ Avoid using a white background color that matches the ad column



Always send a JPG and PNG of the final according to the ad size

Our team is always happy to review an ad in the design process and offer suggestions. We do reserve the right to request edits to a submitted design based on these guidelines and/or at the editor's discretion.



55 different campus units advertised in *Inside UW-Madison* and *The Weekly*



36% increase in advertising from 2015-2016 academic year



More campus organizations are advertising with *The Weekly* and *Inside UW-Madison*

*15-16 Academic Year

TOP *Inside UW* Stories

5

1. Increase in bike and pedestrian vehicle crashes
2. Funds provided for employee salary increases
3. Graduate assistantship stipend policy changes
4. Story about love from *On Wisconsin*
5. Statement on vandalism by Chancellor Blank

TOP Clicked Ads*

5

1. Wisconsin Science Festival
2. Release of The Red Shirt™
3. Humanities Presentation
4. Fluno Barbeque
5. DCS World language course opportunities

MAKE AN IMPACT

with *Inside UW-Madison* and *The Weekly*

Elevate your event or activity with this effective and economical alternative to costly individual mailings and mass emails.

REACH OF

32,000

FACULTY, STAFF AND GRADUATE ASSISTANTS (*Inside UW*)

43,000 ENROLLED STUDENTS (*The Weekly*)

RESERVING ADVERTISING SPACE

To reserve space, email [Kari Schrage](mailto:kari.schrage@wisc.edu) at kari.schrage@wisc.edu, or call 890-4246.



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON