Make an impact with Inside UW–Madison and The Weekly

Reach faculty, staff, and students with advertising available in UW–Madison’s two electronic newsletters of record. During the academic year, Inside UW–Madison is distributed twice weekly to more than 30,000 faculty and staff and The Weekly reaches nearly 40,000 undergraduate and graduate students.

Inside UW–Madison and The Weekly advertising offers multiple opportunities to elevate your event or activity and is an effective and economical alternative to costly individual mailings, mass emails, and other efforts to reach faculty and staff campuswide.

“I doubt our (grand) opening would have been the success that it was without the exposure we got from Inside UW and The Weekly.”
— Eric Anderson, Strategic Communications, Wisconsin Energy Institute

<table>
<thead>
<tr>
<th>TYPE OF AD</th>
<th>ADS PER ISSUE</th>
<th>AD FEATURES</th>
<th>RATE (PER ISSUE)</th>
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Exceptional students, effective mentors

The 15th Annual Undergraduate Symposium, which recognizes what students have accomplished with the personal involvement of their faculty and staff members, will be held Thursday, April 18, at Union South. It is one of the highlights of the spring Ideas to Excellence series of campus events. Above, Melanie August (center) talks about her research project at the symposium in 2011.

Top Stories

Students chose Anders Holm to speak at graduation

Comic actor and writer Anders Holm, a 2003 UW-Madison alumnus, will be the speaker for spring commencement ceremonies on May 17, 18, and 19. As a relatively recent graduate, the star of the Comedy Central show “Winston” thinks he can deliver a relevant message to the new grads.

#UWRightNow returns, showcasing people, faces

Last year, students, faculty and staff shared more than a thousand images, stories, and tweets that captured UW-Madison during 24 hours. This year, the project is focused on sharing the faces and stories of UW’s people. Related: How to participate.

Inside UW

Campus advertiser

Undergraduate Symposium

Join us Thursday, April 18 at Union South for this annual event showcasing both academic and creative undergraduate research. Display at noon, reception at 5 p.m., and student performances 6:00 p.m.

Around Campus

Wisconsin Science Festival 2013 announces dates

After more than tripling attendance last year, the Wisconsin Science Festival is coming back for year three with plans for more activities at more sites that reach more people. The 2013 festival will be held Sept. 27-28 and presenters, communities, organizations and sponsors are invited to get involved.

New bird flu strain seen adapting to humans

An analysis of the avian flu virus responsible for at least nine human deaths in China raises concerns about its potential to spark a new global influenza pandemic. Since the virus's mutation, there have been about two dozen cases involving human-to-human transmission. A study published in Nature Medicine describes the evolutionary changes that have occurred in the virus.
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If you would like to discuss these options in more detail, please contact Kari Schrage, kschrage@wisc.edu, or 890-4246.

See our website for details on policies and editorial guidelines.

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AUDIENCE

Inside UW-Madison
More than 30,000 people receive each issue of Inside UW–Madison. UW–Madison employs more than 27,000 faculty, staff, and graduate assistants. An additional 3,500 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.

The Weekly
More than 42,000 students and other subscribers receive each issue of The Weekly. With an enrollment of more than 42,000, our students come from all 50 states and more than 130 countries. UW–Madison serves almost 29,000 undergraduates, more than 9,000 graduate students and 4,500 professional/special students.

DISTRIBUTION SCHEDULE

Inside UW-Madison is published twice weekly (Tuesdays and Thursdays) 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.

The Weekly is published once each week (on Wednesdays) during the academic year. Ads must be submitted to University Marketing by the Monday prior to the issue.

RESERVING ADVERTISING SPACE

To reserve space, email Kari Schrage, kschrage@wisc.edu, or call 890-4246. To ensure placement, please reserve advertising at least one week in advance of the desired ad insertion date.

ACCEPTABLE MATERIAL

Inside UW-Madison and The Weekly currently accept only material produced by and related to university departments, schools, colleges, units, or affiliates. Our definition of university departments includes units affiliated with the university whose primary purpose is to provide services for faculty, staff, and students. Content of advertising and editorial supplements is subject to approval by our editors.

PAYMENT

Inside UW-Madison and The Weekly accept transfer by UW Funding streams or by check. We are not able to process credit cards or take cash.