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.

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

AD FEATURES

<table>
<thead>
<tr>
<th>AD FEATURES</th>
<th>RATE</th>
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<tbody>
<tr>
<td>Display Ad</td>
<td>$100</td>
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<td>Graphic</td>
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<tr>
<td>Featured Editorial Ad</td>
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<td>Ad Title</td>
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<td>Skyscraper Ad</td>
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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 AAS sexual assault survey, a student calls on the campus to shift the way it talks 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 Scaretrons, 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

• 39 Likes
• 4 Retweets
• 6 Comments
When fall is here but you still care about your career #WorkOnFridays #ProudBadger
— Matt Fens (lFens, mot) September 18, 2015

• 8 Likes
• 3 Retweets
• 2 Comments
My study spot is cooler than yours! @UWMadison pic.twitter.com/0msz3MCiC
— Lex Ov (@LexOv) Oxford September 22, 2015

• 39 Likes
• 4 Retweets
• 7 Comments
This was the highlight of my day @UWMadison pic.twitter.com/xOH5Jtav
— Harry Hoenscher (@HarryHoenscher) September 22, 2015

• 25 Likes
• 1 Retweets
• 3 Comments
Happy #FirstDayOfFall Throw back to last year around this time @UWMadison pic.twitter.com/0ZQyn/4f
— Emily Yakes (@EmilyYakes) 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 (IP).

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. Ads must be submitted to University Marketing by the Monday prior to the issue.

See website for policy and payment information.

AD FEATURES RATE

<table>
<thead>
<tr>
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<td>Title (embedded URL)</td>
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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.
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 webpage. 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 boarders 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

TOP 5 Inside UW Stories
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 5 Clicked Ads*
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.

RESERVING ADVERTISING SPACE
To reserve space, email Kari Schrage at kari.schrage@wisc.edu, or call 890-4246.

32,000 FACULTY, STAFF AND GRADUATE ASSISTANTS (Inside UW)

43,000 ENROLLED STUDENTS (The Weekly)