



Advertisement User Guide

Clear Channel Radio

Publisher Profile			
Name Clear Channel Radio		Media Type Radio and Web	
Market Scope <input checked="" type="checkbox"/> Local <input checked="" type="checkbox"/> National <input checked="" type="checkbox"/> Wisconsin <input type="checkbox"/> International <input type="checkbox"/> Midwest <input type="checkbox"/> Other: _____		Targeted Advertisement <input checked="" type="checkbox"/> Classified <input type="checkbox"/> Limited <input type="checkbox"/> Academic <input checked="" type="checkbox"/> Branding <input type="checkbox"/> Faculty <input checked="" type="checkbox"/> Outreach	
Website http://www.clearchannelmadison.com/		Diversity Recruitment <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Contact Person Miriam Share	Phone# 608.214.8952	Fax# 608.276.9287	Email MiriamShare@clearchannel.com



About this Agreement																																					
<p>On March 2013 UW – Madison entered a “good faith” business relationship with Clear Channel Media and Entertainment Madison to provide special discounts to colleges, departments and units interested in radio, digital and iHeart advertising.</p> <p>(Content provided by Clear Channel Radio) Clear Channel Radio staff will share their expertise to develop media, radio marketing and advertising campaigns for the following purposes:</p> <ul style="list-style-type: none"> • Research programs advertisement • Academic programs advertisement • UW events • UW branding • Employment • More <p>The pricing policy and rates provided in this sales order will continue in effect for (1) year after the effective dates of this agreement.</p> <table border="0"> <tr> <td>1. Women recruitment network</td> <td>Weekly investment: \$4,265</td> <td>Open Rate: \$9,176</td> <td>Savings: 53.5%</td> </tr> <tr> <td>2. Men recruitment network</td> <td>Weekly investment: \$3,255</td> <td>Open Rate: \$7158</td> <td>Savings: 54.5%</td> </tr> <tr> <td>3. Adult recruitment network</td> <td>Weekly investment: \$4849</td> <td>Open Rate: \$9608</td> <td>Savings: 49.5%</td> </tr> <tr> <td>4. iHeart Radio (Streaming)</td> <td colspan="3">Included in investment at no additional cost</td> </tr> </table> <p>Using our stations (WIBA-AM, WIBA-FM, WMAD-FM, WTSO-AM, WXXM-FM, WZEE-FM), we have created “networks” generating the stated reach and frequency for each area of interest focus. We will use the current Arbitron four-book average to create weekly campaigns to provide the stated reach and frequency objectives below.</p> <ol style="list-style-type: none"> <p>Women’s Recruitment Network...an estimated reach of over 75,000 Women 18+ in the total area each week with an average frequency of 3.1.</p> <p>Weekly investment: \$4,265 Open Rate: \$9,176 Savings: 53.5%</p> <p>Results of this campaign penetration in the Madison Metro area: (reach estimates broken out by demo)</p> <table border="0"> <tr> <td>Women 18-44</td> <td>Percent Reached: 31.4%</td> <td>Frequency: 3.1</td> </tr> <tr> <td>Women 21-44</td> <td>Percent Reached: 30.7%</td> <td>Frequency: 3.1</td> </tr> <tr> <td>Women 25-54</td> <td>Percent Reached: 28%</td> <td>Frequency: 3.2</td> </tr> <tr> <td>Women 35-54</td> <td>Percent Reached: 26.2%</td> <td>Frequency: 3.3</td> </tr> </table> <p>Men’s Recruitment Network...reaches about 78,000 men 18+ in the total area each week with an average frequency of 3.1.</p> <p>Weekly Investment: \$3,255 Open Rate: \$7,158 Savings: 54.5%</p> <p>Results of this campaign in the Madison metro area: (reach estimates broken out by demo)</p> <table border="0"> <tr> <td>Men 21-44</td> <td>Percent reach: 20.6%</td> <td>Frequency: 2.8</td> </tr> <tr> <td>Men 25-54</td> <td>Percent Reach: 25.7%</td> <td>Frequency: 3.1</td> </tr> <tr> <td>Men 35-54</td> <td>Percent Reach: 29.9%</td> <td>Frequency: 3.2</td> </tr> </table> 	1. Women recruitment network	Weekly investment: \$4,265	Open Rate: \$9,176	Savings: 53.5%	2. Men recruitment network	Weekly investment: \$3,255	Open Rate: \$7158	Savings: 54.5%	3. Adult recruitment network	Weekly investment: \$4849	Open Rate: \$9608	Savings: 49.5%	4. iHeart Radio (Streaming)	Included in investment at no additional cost			Women 18-44	Percent Reached: 31.4%	Frequency: 3.1	Women 21-44	Percent Reached: 30.7%	Frequency: 3.1	Women 25-54	Percent Reached: 28%	Frequency: 3.2	Women 35-54	Percent Reached: 26.2%	Frequency: 3.3	Men 21-44	Percent reach: 20.6%	Frequency: 2.8	Men 25-54	Percent Reach: 25.7%	Frequency: 3.1	Men 35-54	Percent Reach: 29.9%	Frequency: 3.2
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3. **Men's Recruitment Network**...reaches about 78,000 men 18+ in the total area each week with an average frequency of 3.1.
Weekly Investment: \$3,255 Open Rate: \$7,158 Savings: 54.5%

Results of this campaign in the Madison metro area: (reach estimates broken out by demo)

Men 21-44	Percent reach: 20.6%	Frequency: 2.8
Men 25-54	Percent Reach: 25.7%	Frequency: 3.1
Men 35-54	Percent Reach: 29.9%	Frequency: 3.2

4. **Adult Recruitment Network** ...reaches about 159,000 adults 18+ in the total area each week with an average frequency of 2.9
Weekly investment: \$4,849 Open Rate: \$9,608 Savings: 49.5%

Results of this campaign in the Madison metro area: (reach estimates broken out by demo)

Adults 18-34	Percent Reach: 27.3%	Frequency: 2.7
Adults 21-44	Percent Reach: 27.5%	Frequency: 2.9
Adults 25-54	Percent Reach: 27.4%	Frequency: 3.0
Adults 35-54	Percent Reach: 27.8%	Frequency: 3.2

5. **Custom Recruitment Network**...Based upon budget, program and needs, a custom network can be created.

6. iHeart Radio (Streaming) Investment: Included

Online radio service affiliated with Clear Channel Radio. [View here](#)

How to advertise with Clear Channel Radio

UW Madison departments can contact Miriam Share to request more information.

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To request a copy of the publisher agreement email apalau@ohr.wisc.edu