



Advertisement Sales Order
Madison Magazine

Date
UW Department
Vacancy title

Publisher Profile			
Name Madison Magazine		Media Type Print and online Magazine	
Market Scope <input checked="" type="checkbox"/> Local <input type="checkbox"/> National <input checked="" type="checkbox"/> Wisconsin <input type="checkbox"/> International <input checked="" type="checkbox"/> Midwest <input type="checkbox"/> Other: _____		Targeted Advertisement <input 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 www.madisonmagazine.com		Diversity Recruitment <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Contact Person Mike Kornemann	Phone# 608.270.3611	Fax#	Email mkornemann@madisonmagazine.com



About this Agreement
<p>This agreement was signed based on a continuing “good faith” business relationship with the publisher to provide special discounts to UW-Madison colleges, departments and units interested in print and web advertisement.</p> <ul style="list-style-type: none"> The publisher will provide between 60% and 76% off open rate for print advertisement. <p>To request a copy of this publisher agreement email apalau@ohr.wisc.edu</p>

How to post advertisement																											
<p>Contact Mike Kornemann at 608.270.3611, mkornemann@madisonmagazine.com to request more information.</p> <p>2013 Discounted rates for UW – Madison</p> <table border="1"> <thead> <tr> <th></th> <th>Discounted rate</th> <th>Open rate</th> </tr> </thead> <tbody> <tr> <td>Double truck</td> <td>\$4700</td> <td>\$7252</td> </tr> <tr> <td>Full page</td> <td>\$2595</td> <td>\$4215</td> </tr> <tr> <td>2/3 page</td> <td>\$2180</td> <td>\$2180 (no discount)</td> </tr> <tr> <td>½ page</td> <td>\$1765</td> <td>\$2875</td> </tr> <tr> <td>1/3 page</td> <td>\$1375</td> <td>\$2210</td> </tr> <tr> <td>1/6 page</td> <td>\$780</td> <td>\$1295</td> </tr> <tr> <td>Inside covers</td> <td>\$2850</td> <td>\$3925</td> </tr> <tr> <td>Back cover</td> <td>\$2985</td> <td>\$4025</td> </tr> </tbody> </table>		Discounted rate	Open rate	Double truck	\$4700	\$7252	Full page	\$2595	\$4215	2/3 page	\$2180	\$2180 (no discount)	½ page	\$1765	\$2875	1/3 page	\$1375	\$2210	1/6 page	\$780	\$1295	Inside covers	\$2850	\$3925	Back cover	\$2985	\$4025
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UW Customer Billing Information			
Contact Person	Phone#	Fax#	Email
Address	City	State	Zip Code
Payment by	Credit Card (per UW policy, Credit card numbers are not to be emailed. Read policy for other payment transaction options or contact publisher)		
Type of Credit Card (Visa, MasterCard, etc.)	Credit Card #	CCV	Exp. Date
Name on Credit Card (If different from above)	Address (If different from above)		
Note: Per UW policy: Credit card information cannot be accepted via email and should never be e-mailed from the department. Read policy.			



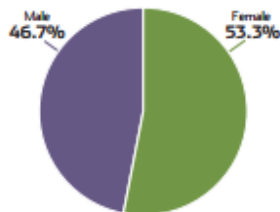
Content provided by Madison Magazine

READER OVERVIEW

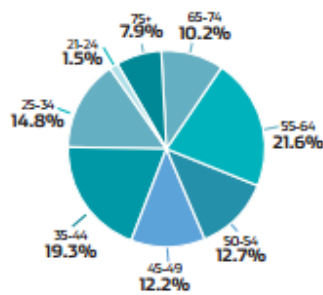
Madison Magazine reaches over 133,000 readers with over 80,000 in Dane County alone...

- 59% are the coveted 25-54 demographic
- 83% have attended college or graduated
- 49% have a household income of over \$75K annually

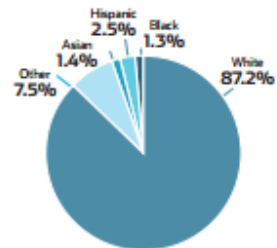
GENDER PROFILE



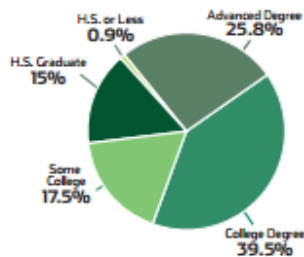
AGE PROFILE



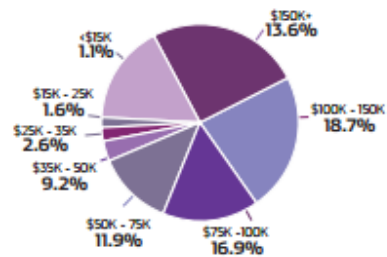
ETHNIC PROFILE



EDUCATION PROFILE



ANNUAL PROFILE



Source: The Media Audit Regional, Demographic Study, 2010/2011/2012. and Google Analytics Web Traffic Report, January, 2013.

Madison
magazine

7025 Raymond Rd • Madison, WI 53719 • Phone: (608) 270-3600 • Fax: (608) 270-3636 • www.madisonmagazine.com

Last Updated 2.28.13

READER DEMOGRAPHICS

We cover the arts, business, lifestyle, dining & food, health, home, politics and more, all on a local, in depth level.



Madison Magazine is the #1 paid subscriber magazine in the Madison area, reaching over 133,000 readers.*

(brava: 50,439; InBusiness: 32,943)

Madison Magazine readers are...

- 58% more likely to earn \$150K+ in household income
- 41% more likely to be a woman age 45-64
- 189% more likely to be a business owner, partner, corporate officer
- 65% more likely to hold advanced college degree
- 62% more likely to purchase office equipment
- 89% more likely to attend the Opera/Symphony/Live Theater
- 27% more likely to have exercised at a health club in the past year
- 100% more likely to plan a cosmetic surgery or procedure in the next year
- 49% more likely to eat out 4 or more times at a sit-down restaurant in the last 2 weeks
- 20% more likely to plan to buy a new TV in the next year
- 67% more likely to have shopped at a jewelry store in the past 4 weeks

The Media Audit, Demographic Study, 2010/2011/2012.
*Google Analytic Webtraffic Report, January, 2013.

72% of subscribers said they bought products/services as a result of seeing an ad in Madison Magazine.

-Circulation Verification Council, March, 2012.

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4/12/13

Source: <http://www.madisonmagazine.com/Graphics-Advertise/2013%20Reader%20Demographics%20New.pdf>

ELECTRONIC AD CHECKLIST

THIS FORM AND A PROOF MUST BE FAXED WITH ALL FTP SUBMISSIONS.

FTP AD REQUIREMENTS

FTP ads are due on the ad materials deadline.

SOFTWARE

For Mac, use Fetch or an equivalent FTP program. For Windows, use web browser or an equivalent FTP program.

We support the following software:

- Adobe Photoshop CS 8.0 (for Mac or PC)
- Adobe Illustrator CS 11.0 (for Mac or PC)
- QuarkXPress 6.0 (for Mac)

PDFs, Photoshop files and Illustrator files with all type converted to outlines/paths are ideal because this allows you to send just one file rather than support graphics, fonts (printer and screen) and the layout file. If you are sending a Quark file with fonts and support graphics, please use Stuffit to compress the folder, keeping all parts together.

FONTS

All printer fonts and screen fonts must be provided if supplying a Quark file. Fonts must be PostScript fonts. Please do not use system fonts. Do not apply menu styles (e.g. Bold, Italic) from the Quark measurements palette.

GRAPHICS & PHOTOS

- 300 dots per inch (dpi) images.
- Acceptable file formats: TIFF, EPS, Scitex (CT)
- Color graphics must be saved as CMYK files.

NOTE: files not supplied in CMYK will be converted using application defaults. We are not responsible for color on RGB files which must be converted to CMYK.

FTP FILES TO

Host: [madmag84.embtv.com](ftp://madmag84.embtv.com)

(for web browsers: <ftp://madmag84.embtv.com/>)

username: [mad36](#)

password: [wasitr72](#)

Please note you are still required to provide us with a fax proof of the ad for quality assurance purposes.

When submitting files via our FTP site, fax this checklist to 608.270.3642.

CONTACT INFORMATION

Date Submitted _____

Month of publication _____

Company name _____

Contact name _____

Phone number(s) _____

SOFTWARE USED

Adobe Photoshop Adobe Illustrator QuarkXPress
version _____ version _____ version _____

DISK DIRECTORY

Fax a printed list and a proof of all files submitted via FTP.

FONTS

(please list all fonts used)

GRAPHICS & PHOTOS

Graphic files saved in appropriate file formats and resolution included.

PROOFS

- Laser proof faxed (black-and-white ad)
- Color proof mailed (If no color proof is supplied, we cannot guarantee accurate color on press. Please contact your Account Manager if you would like us to provide a color-accurate proof.)

Madison
MAGAZINE

7025 Raymond Rd • Madison, WI 53719 • Phone: (608) 270-3600 • Fax: (608) 270-3636 • www.madisonmagazine.com

Last Updated 4/14/09

Source: <http://www.madisonmagazine.com/Graphics-Advertise/2011%20Ad%20Checklist.2Sided.pdf>

AD SPECIFICATIONS

ELECTRONIC ADS

All ads must be submitted digitally (on disk or via FTP site) and are due on ad materials deadline.

We support the latest versions of the software below.

Macintosh platform only:

- Adobe Photoshop CS 8.0 (for Mac or PC)
- Adobe Illustrator CS 11.0 (for Mac), for ads created in Illustrator, please convert type to outlines.
- QuarkXPress 6.0 (for Mac or PC)

Line Screen: 133

Density: Overall printing density of all colors should not exceed 265%.

Trim and Bleed: Keep all live matter .437" in from trim. Bleeds should extend .125" out from trim.

DISK TYPES

Ads can be submitted on the following removable media:

- Floppy disk • Zip disk (100 MB) • CDs

PDF FILES

PDF files are accepted.

PDF files should be CMYK and have type and hi-res images embedded. Files can be sent to our FTP site (see reverse for instructions). Please fax us a copy of the ad at 608.270.3642.

INCLUDE WITH YOUR DISK

ELECTRONIC AD CHECKLIST

(Provided by *Madison Magazine*)

DISK DIRECTORY AND PROOF

(Printed list of all files on the disk, printed proof of the ad)

Color proofs **must** be provided with all color ads.

Laser proofs **must** be provided with black-and-white ads.

<p>FULL LIVE AREA: 7.25"x9.875" TRIM SIZE 8.375"x10.75" BLEED: EXTEND .125" ON ALL FOUR SIDES</p>	<p>2/3 4.75"x9.875"</p>	<p>1/3 V 2.25" x 9.875"</p>
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◀ DISPLAY AD SIZES

Full, bleed: 8.375" x 10.75"

Full, no bleed: 7.25" x 9.875"

1/3 H: 4.75" x 4.75"

1/3 V: 2.25" x 9.875"

1/2 H: 7.25" x 4.75"

1/2 V: 4.75" x 7.25"

1/6 H: 4.75" x 2.25"

1/6 V: 2.25" x 4.75"

SPECIAL SECTIONS TIPPED IN

AD SIZES

Full, bleed: 7.85" x 10.45"

Full, no bleed: 6.625" x 9.375"

1/3 H: 4.375" x 4.625"

1/3 V: 2.125" x 9.375"

1/2 H: 6.625" x 4.625"

1/2 V: 4.375" x 7"

1/6 H: 4.375" x 2.25"

1/6 V: 2.125" x 4.625"

SPECIAL SIZES

1/8 H: 3" x 1.75" (1/10)

1/4 H: 3" x 3.875" (1/5)

<p>1/2 H 7.25"x4.75"</p>	<p>1/2 V 4.75"x7.25"</p>
<p>1/3 H 4.75"x4.75"</p>	<p>1/6 V 2.25" x 4.75"</p>
	<p>1/6 H 4.75"x2.25"</p>

AD PRODUCTION

Production services are available. All supplied artwork must be provided as original photographs (prints, slides, or transparencies) illustrations, or digital files. Label all materials with name and return address to ensure delivery.

Source: <http://www.madisonmagazine.com/Graphics-Advertise/2011%20Ad%20Checklist.2Sided.pdf>