



*"Engineering successful publicity for our clients since 1896!"*

# Dear Potential Client

Interested in exposing your company's offerings to thousands of UW-Madison students, professionals, and others in the heart of Madison?

Seeking high caliber candidates for interns or full-time positions within the fields of Engineering, Computer Science, Physical Science, or Business?

## LOOK NO FURTHER!

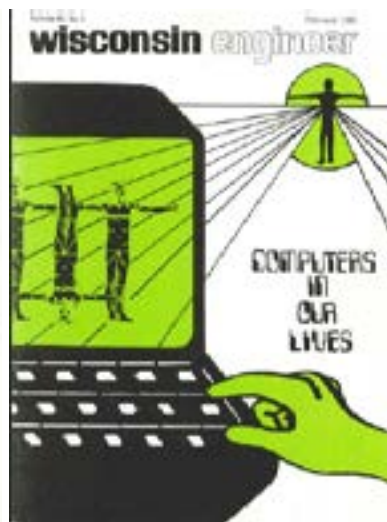
Founded in 1896, the Wisconsin Engineer Magazine (WEM) is the College of Engineering's (CoE) premier student news outlet. Published four times every academic year, the magazine reports on CoE current events and breakthroughs in the engineering discipline. With over 3500 copies of each issue distributed, the magazine enjoys strong readership from those interested in "all things S.T.E.M." throughout UW-Madison's campus, Wisconsin high schools, and paying subscribers. The magazine uniquely allows for a staff of primarily engineering students to express their creative skills of writing, photography, graphic design, web design, and business.



**1896**



**1934**



**1982**



**2015**

Included in this Media Kit is everything you need to know about the Wisconsin Engineer. We offer a wide range of print and web based advertising. Our staff will work with you to guarantee an experience best tailored toward your needs.

Sincerely,

*The Wisconsin Engineer Advertising Team*

### UW-Madison Demographics (Fall 2014)

<b>Total Students:</b>	<b>43,192</b>
<b>Undergraduates:</b>	<b>29,302</b>
<b>Graduate Students:</b>	<b>9,445</b>
<b>Professional Students:</b>	<b>2,459</b>
<b>Engineering Undergraduates:</b>	<b>4,517</b>
<b>Engineering Graduates:</b>	<b>1,508</b>
<b>Engineering Seniors:</b>	<b>1,979</b>
<b>Total Employees:</b>	<b>21,796</b>
<b>Engineering Faculty:</b>	<b>2,116</b>

# Distribution



Note: Each marker indicates a campus magazine distribution rack

Map of University of Wisconsin-Madison powered by Google Maps



Engineering Research Building



School of Human Ecology



Mechanical Engineering Building

Every issue we distribute 2000-2500 free copies around the UW-Madison campus. Some locations include engineering and non-engineering academic buildings, student dormitories, student commons, libraries, and various local restaurants. In addition, we have nearly 600 paying subscribers worldwide and send one copy of each issue to every high school in the state of Wisconsin.



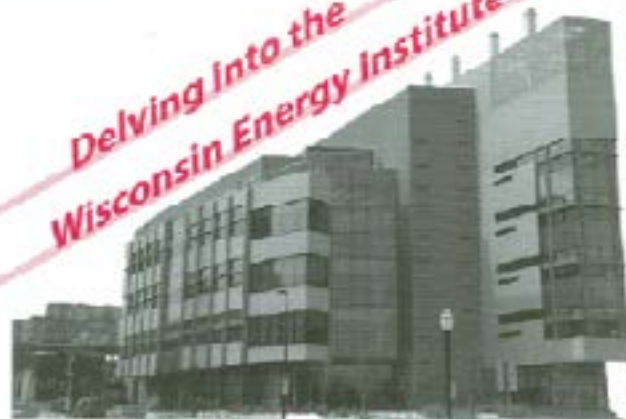
## GENERAL INDUSTRIES INC.

HIRING 2016 GRADUATES!

608-555-1234

Find us at the Career Fair!

**Delving Into the  
Wisconsin Energy Institute**



Learn more about the Wisconsin Energy Institute  
and the many opportunities for careers in the energy industry.

**U**nderstanding the Wisconsin Energy Institute is not just a matter of looking at a building. It's about understanding the many opportunities for careers in the energy industry. The Wisconsin Energy Institute (WEI) is a leading research and innovation center in the energy industry. It's a place where researchers and engineers work together to develop new technologies and solutions for the energy industry. The WEI is a place where researchers and engineers work together to develop new technologies and solutions for the energy industry. The WEI is a place where researchers and engineers work together to develop new technologies and solutions for the energy industry.

use of energy. In the engineering profession, the idea of energy efficiency is not a new one. However, many of these jobs are critical in meeting the needs of the future. As energy companies are modernized, the energy industry is growing. As energy companies are modernized, the energy industry is growing. As energy companies are modernized, the energy industry is growing.

The Wisconsin Energy Institute is a leading research and innovation center in the energy industry. It's a place where researchers and engineers work together to develop new technologies and solutions for the energy industry. The WEI is a place where researchers and engineers work together to develop new technologies and solutions for the energy industry.

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According to the Wisconsin Energy Institute, the energy industry is growing. The energy industry is growing. The energy industry is growing. The energy industry is growing. The energy industry is growing. The energy industry is growing. The energy industry is growing.

Energy industry is growing. Energy industry is growing. Energy industry is growing. Energy industry is growing. Energy industry is growing. Energy industry is growing. Energy industry is growing.

# Print Advertisement Rates

## Single Issue Rates:

### Full Color

Full Page	8.50"W x 11.00"H	\$1,750.00
1/2 Page	7.25"W x 4.25"H	\$1,320.00
1/4 Page	4.25"W x 3.13"H	\$1,000.00

### Spot Color (Red + B/W)

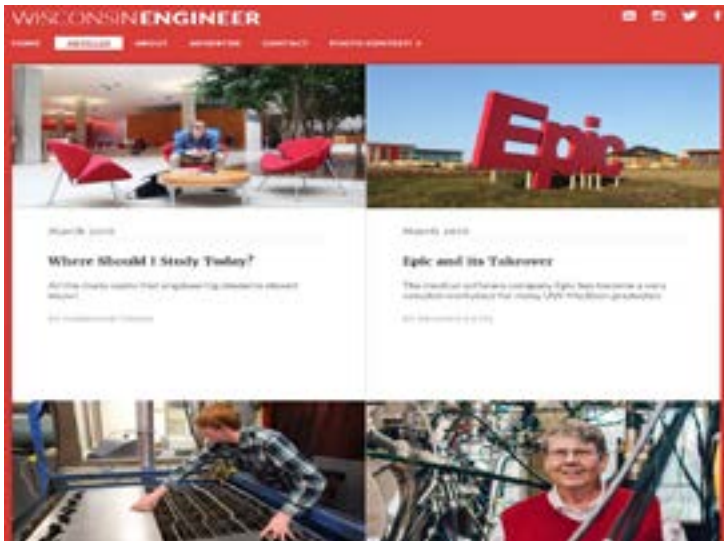
Full Page	8.50"W x 11.00"H	\$1,200.00
1/2 Page	7.25"W x 4.25"H	\$800.00
1/4 Page	4.25"W x 3.13"H	\$500.00
Business Card	3.50"W x 2.00"H	\$330.00

Note: "200C Red" Pantone Color

### Black & White

Full Page	8.50"W x 11.00"H	\$900.00
1/2 Page	7.25"W x 4.25"H	\$500.00
1/4 Page	4.25"W x 3.13"H	\$350.00
Business Card	3.50"W x 2.00"H	\$275.00

# Online Advertisement



From our home website, to a social media platform of Facebook, Twitter, LinkedIn, and Instagram, The Wisconsin Engineer maintains and continuously expands a strong online presence. Advertising online is a cost effective and guaranteed effective way to promote your business.

Alongside paid advertisement, clients can expect many free Facebook posts and Tweets to further enhance advertisement!

[www.wisconsinengineer.com](http://www.wisconsinengineer.com)



## Online Ad Specifications:

Type	# of Images	Size	Placement	Text Limit	Price
Large Rect.	1	336 x 280 pixels	Non-Article Pages	---	\$245.00
Banner	1	600 x 160 pixels	Non-Article Pages	---	\$250.00
Long-Box	1	720 x 300 pixels	Non-Article Pages	---	\$500.00
Recruitment Article	1	TBD	---	500 Words	\$750.00

## Notes:

- Website receives roughly 2500 hits monthly
- Ads are placed on sides of all non-article pages including home page, past issues, subscribe, etc.
- All advertisements will be randomly rotated to ensure equal display time
- Web ads will be run from release of purchased issue until the following issue's release (~3 months)

## Images:

- PNG, JPEG, or GIF format
- No Animations
- Link to client's website is required

# Sponsorship

By becoming a sponsor of the Wisconsin Engineer Magazine, your business gains an extra step in utilizing our marketing capabilities. Not only will you receive a discounted price on advertisements, but your company's name will be placed in a section at the beginning of the magazine that designates its sponsorship rank and acknowledges its valuable support.

Listed below are our currently available sponsorships. We would also be more than willing to work with your business to fit its needs with a custom sponsorship as well.

Sponsorship Type	Print Advertisement	Additional Benefits
<b>Platinum Star</b>  \$2,500 per issue	Full Color Full Page	<ul style="list-style-type: none"><li>• Article highlighting company or new product</li><li>• Website Recruitment Ad</li><li>• Website Long-Box Ad</li><li>• Various Tweets &amp; FB Posts</li></ul>
<b>Gold Star</b>  \$1,800 per issue	Full Color Full Page	<ul style="list-style-type: none"><li>• Website Recruitment Ad</li><li>• Banner Ad</li><li>• Various Tweets &amp; FB Posts</li></ul>
<b>Silver Star</b>  \$1,500 per issue	Full Color 1/2 Page or Black & White Full Page	<ul style="list-style-type: none"><li>• Website Recruitment Ad</li><li>• Various Tweets &amp; FB Posts</li></ul>
<b>Bronze Star</b>  \$750 per issue	Black & White 1/2 Page or Spot Color 1/4 Page	<ul style="list-style-type: none"><li>• Banner Ad</li><li>• Various Tweets &amp; FB Posts</li></ul>

## Notes:

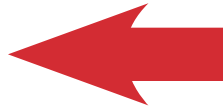
- Ideal sponsorship must be renewed over the course of two to four consecutive issues
- Platinum Star sponsorship requires only one issue, can be purchased for additional issues
- Multi-Issue discounts are not valid for sponsorships
- Cancellation will have to be reached with a signed agreement between WEM and client management

# Deadlines & Discounts

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## Multiple Issue Discounts

5 Issues	20% per ad
4 Issues	15% per ad
3 Issues	10% per ad
2 Issues	5% per ad



### Example:

For a full page color ad purchased for 4 issues, rather than paying \$1,800 each, the 15% discount reduces price to \$1,530 per issue.

## Deadlines for 2017:

Publication Date:

Spring 2017  
Summer 2017  
Fall 2017  
Winter 2017

Ad Submission Deadline:

February 1, 2017  
April 1, 2017  
September 1, 2017  
November 1, 2017

## Notes:

A grace period of 3 days will be given past deadline if necessary

Issues are released within the first or second week of each month

Discounts are valid for both Print and Web advertisement

An event of cancellation requires a written agreement between WEM and client

# Past Clients

Below is a list of the majority of clients the Wisconsin Engineer has had the pleasure to work with in the past five years.

Local Madison Clients	Wisconsin / Nationwide Clients
<p>Affiliated Engineers  Boby's Copy Shop  Country Material's Corporation  DoIT Tech Store  J.P. Cullen &amp; Sons, Inc  PIKE Technolgies  Randall Park Rentals  RealTime Utility Engineers  RockAuto LLC  Soils &amp; Engineering Services, INC  The Campus Inn  The Regent Apartments  UW-Madison Bookstore  UW-Madison EPD Department  Weir Minerals</p>	<p>ANGI Energy Systems, LLC  ARM University Program  Ashley Furniture  Associated Builders &amp; Contractors - WI Chapter  Avon Rubber  C&amp;D Automated Systems  DuPont  EMTEQ  Epic  Findorff  Integrys Group  Magnetek  McClellan Anderson  Mead &amp; Hunt  MillerCoors  MSA Professional Services  Schlumberger  Sentry Equipment  Signicast Investment Castings  Toshiba  U.S. Air Force  U.S. Navy</p>





# Insertion Order

Please fill out the following form to place an advertisement with the Wisconsin Engineer. Electronic copies of your advertisement must be sent to the advertising manager before the deadline specified. The Wisconsin Engineer uses Adobe Indesign, so the common file formats we accept are tiff images, photoshop (.psd) and PDF. Our graphic design team is also available to assist you if desired. Once the issue is published, an invoice, two copies of the issue, and a W-9 for tax purposes will be sent.

Company/Organization: \_\_\_\_\_

Full Color	Quantity	Sponsorships
Full Page (\$1,750.00)	_____	(2-4 issues ex. Platinum star)
1/2 Page (\$1,320.00)	_____	Platinum Star
1/4 Page (\$1,000.00)	_____	(\$2,500/issue)
<b>Spot Color (Red + B/W)</b>		Gold Star
Full Page (\$1,200.00)	_____	(\$1,800/issue)
1/2 Page (\$800.00)	_____	
1/4 Page (\$500.00)	_____	Silver Star
Business Card (\$330.00)	_____	(\$1,500/issue)
<b>Black &amp; White</b>		Bronze Star
Full Page (\$900.00)	_____	(\$750/issue)
1/2 Page (\$500.00)	_____	
1/4 Page (\$350.00)	_____	
Business Card (\$275.00)	_____	
<b>Web</b>		Number of Issues:
Large Rect (\$245.00)	_____	_____
Banner (\$250.00)	_____	
Long-Box (\$500.00)	_____	Total Cost:
Recruitment Article (\$750.00)	_____	(note any multi issue discounts)
		_____

## For more information:

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smusbach@wisc.edu

Advisor  
Steven Zwickel  
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WEM Office Contact  
608-262-3494 (phone)  
608-262-3494 (fax)

Email  
wiscengrmagazine@gmail.com

Website  
www.wisconsinengineer.com

☐ I agree to pay within 30 days of billing

Special Requests: \_\_\_\_\_

Representative: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

WEM Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Thank you for advertising with the**  
***Wisconsin Engineer!***