

The



Advertising Portfolio

***Wisconsin Engineer* is your direct connection to the talented engineering students at the University of Wisconsin-Madison.**

Dear Potential Advertiser,

Interested in attracting future graduates from the University of Wisconsin-Madison in engineering, computer science, physical science or business? The *Wisconsin Engineer* can guarantee exposure of your business in our widely distributed quarterly magazine. Not only is the *Wisconsin Engineer* circulated throughout the campus, it is also sent to every high school in Wisconsin.

The *Wisconsin Engineer* is a non profit, student-run magazine funded almost entirely by companies like yours. Founded in 1896, it is the oldest continuously run college engineering magazine in the country. Following its over 100 year history of quality, the *Wisconsin Engineer* was recently selected the 2005 Best All Around College Engineering Magazine.

The *Wisconsin Engineer* offers a variety of formats for advertisements. Use photos and text to get your company's image in front of full time, co-op and internship candidates. Our staff will work with you to express the vision and image of your company or product just the way you want.

Included in this packet is everything you need to know about our magazine. We look forward to working with you and hope you choose to advertise with the *Wisconsin Engineer*.

Sincerely,

The *Wisconsin Engineer* Advertising Team

Demographics (07-08)

Total Enrollment	42,043
Undergrad Students	29,000
Seniors	9,547
Graduate Students	8,860
Professional Students	2,563
Engr Undergrad Students	2,949
Engr Graduate Students	1,220
Faculty	2,054
Total Employees	16,255



The Facts

ECMA Best All-Around College Engineering Magazine 1997, 1998, 1999, 2000, 2001, **2005**

The *Wisconsin Engineer* is a member of Engineering College Magazines Associated (ECMA), an association aimed to improve engineering college journalism through the exchange of ideas and recognition of outstanding efforts.

In 2005, ECMA awarded the *Wisconsin Engineer*

Best All-Around College Magazine

Best Website

Best Feature Writing

Best Photography

Writer of the Year

Other Members of ECMA include:

University of Colorado-Boulder
Ohio State University
University of California-Berkeley
Virginia Tech
Howard University
University of Illinois
University of Minnesota
University of Nebraska
Notre Dame
Purdue University
Cornell University



ASSOCIATED
COLLEGIATE
PRESS

2008-2009 Member

UW-Madison Rankings

1st

Research University named by
Washington Monthly

16 of 39

Academic Programs ranked in
NRC top ten

35 of 39

Academic Programs ranked in
NRC top 25

14th

U.S. News and World Report
Best Engineering Graduate
Schools in the Nation



Advertising Rates

Single Issue Rates

Full Color

Full Page	8.50" W x 11.00" H	\$2,000.00
1/2 Page	8.50" W x 5.50" H	\$1,200.00

Spot Color (Red + B/W)

1/2 Page	7.25" W x 4.25" H	\$1,000.00
1/4 Page	3.13" W x 4.25" H	\$800.00
Business Card		\$300.00

Black & White

1/2 Page	7.25" W x 4.25" H	\$900.00
1/4 Page	3.13" W x 4.25" H	\$700.00
Business Card		\$250.00

Multiple Issue Discounts

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

Deadlines

<u>Publication Date</u>	<u>Ad Deadline</u>
November 2008	November 1, 2008
February 2009	January 5, 2009
April 2009	March 21, 2009
September 2009	August 21, 2009



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* now works with Adobe InDesign, so the common file formats we accept are tiff images, photoshop (.psd) and PDF. Using one of these formats will help us maintain a high resolution for your advertisement. Once the magazine is published, an invoice will be sent to you, along with a copy of the magazine.

Company/Organization: _____

Quoted Price: _____

Special Instructions or Requests: _____

☐ I agree to pay within 30 days of billing

Representative: _____

Address: _____

Telephone: _____

Email: _____

Signature: _____

Date: _____

for more information:

Advertising Managers

Heidi Mielke
hmielke@wisc.edu
651-283-1376

Tom Moran
Tdmoran@wisc.edu
612-718-1107

Advisor

Steven Zwickel
zwickel@engr.wisc.edu

Phone

608-262-3494

Fax

608-262-3494

Email

wiscengr@cae.wisc.edu

Website

www.wisconsinengineer.com

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