

The background of the entire page is a photograph of the Wisconsin State Capitol building. The building is white with a large central dome and classical architectural features like columns and arched windows. The sky above is a vibrant mix of purple and yellow, suggesting a sunset or sunrise. On the left side, there are three vertical black bars of varying heights.

BADGER HERALD MEDIA KIT

2011-2012





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GET THE FACTS

The Badger Herald is a fully independent student run newspaper at the University of Wisconsin-Madison. We publish 15,000 issues each weekday except during breaks. The Herald is free and distributed at more than 115 locations on the UW campus, Madison Area Technical College, the Capitol Square, State Street and other convenient locations.

THE MARKET

UNDERGRADUATES

Freshmen 5,282 // Sophomores 6,206 // Juniors 7,509 // Seniors 10,156

GRADUATE STUDENTS 8,710 // PROFESSIONAL STUDENTS 2,570
// SPECIAL STUDENTS 1,597

EMPLOYEES 16,321 // FACULTY 2,053

TOTAL MARKET // 60,404

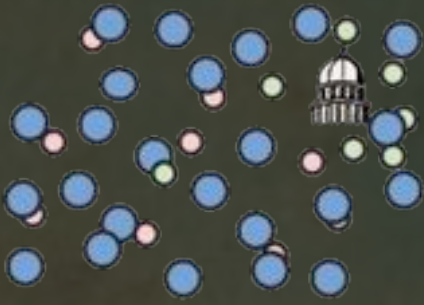
OUR AWARDS

2010—2011 First Place - General Excellence
First Place - General Web Excellence
Awarded by College Newspaper Business & Advertising, Inc.

2008—2009 Best Of Category: Best Classified Page/Section
Second Place: Best Ad/ B&W
Awarded by College Newspaper Business & Advertising, Inc.

2007 Newspaper Pacemaker Award
Named Best Newspaper in the Midwest
Awarded by Associated Collegiate Press

HOW



115

distribution spots
giving you complete
downtown and campus
coverage

WE STACK



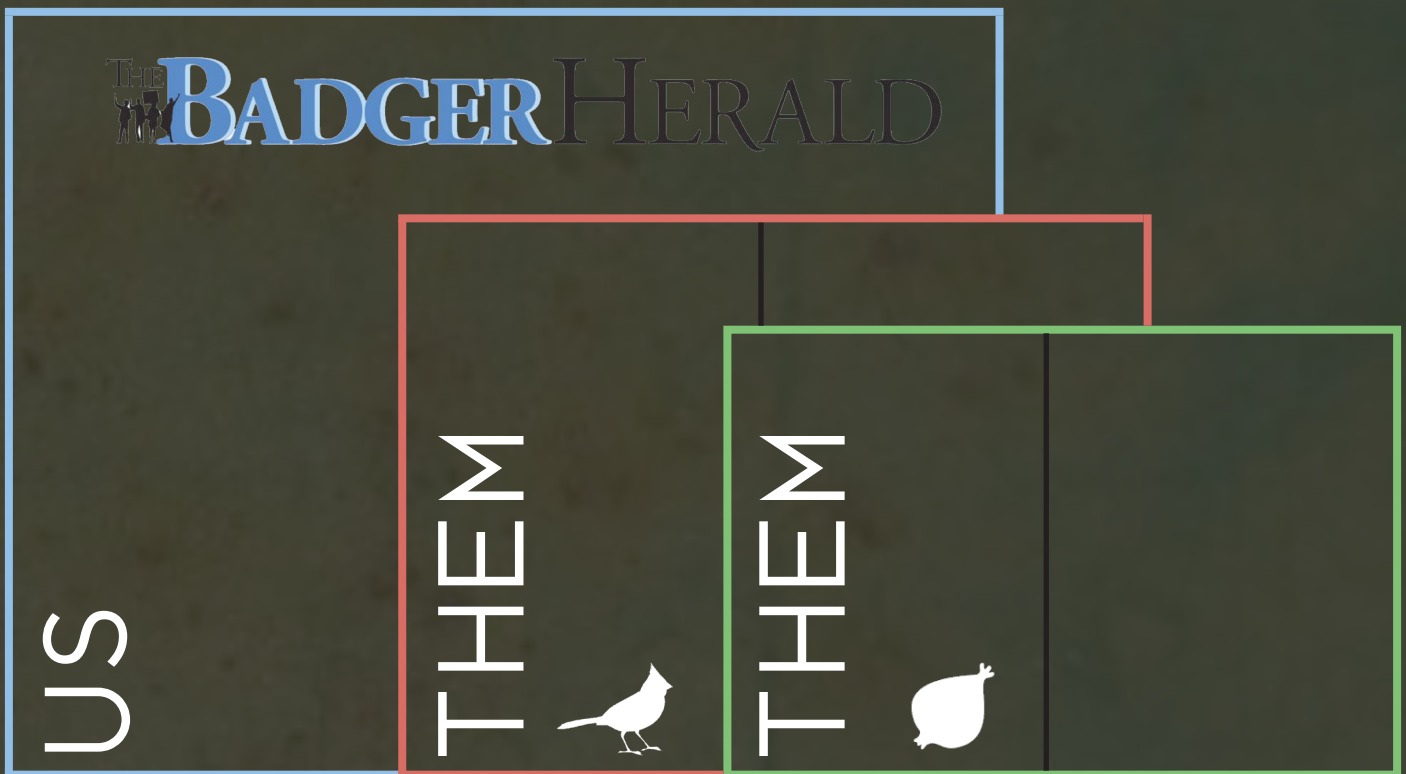
US = 15,000 issues daily
THEM = 10,000 issues daily
50% more papers everyday
50% more ad views everyday



US = 75,000 issues weekly
THEM = 50,000 issues weekly

UP

Ads on our broadsheet paper are larger than our
closest competitors' tabloid sizes



MORE SPACE = MORE ROOM TO SPEAK

DISPLAY

step one FIND YOUR RATE

.....

NATIONAL

Outside of the Madison area

\$12.75

.....

AGENCY

Ads placed through agencies

\$11.00

.....

LOCAL

Companies and individuals
based in Madison

\$10.70

.....

NON-PROFIT

501(c)3 organizations

\$9.20

.....

UW

Affiliation with the University of
Wisconsin

\$7.50

.....

STUDENT ORG

Registered UW student
organizations

\$7.40

*Student orgs must have ASM logo
on artwork. Any missing logos will
be charged \$5

step two CHOOSE YOUR SIZE

.....

1 column = 1.556 inches

2 columns = 3.223 inches

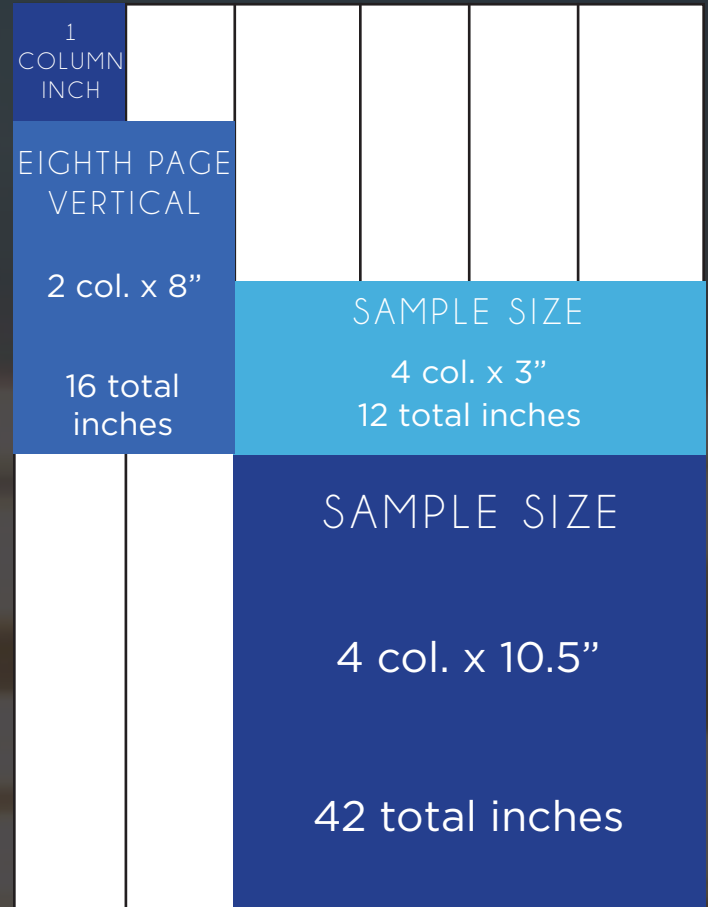
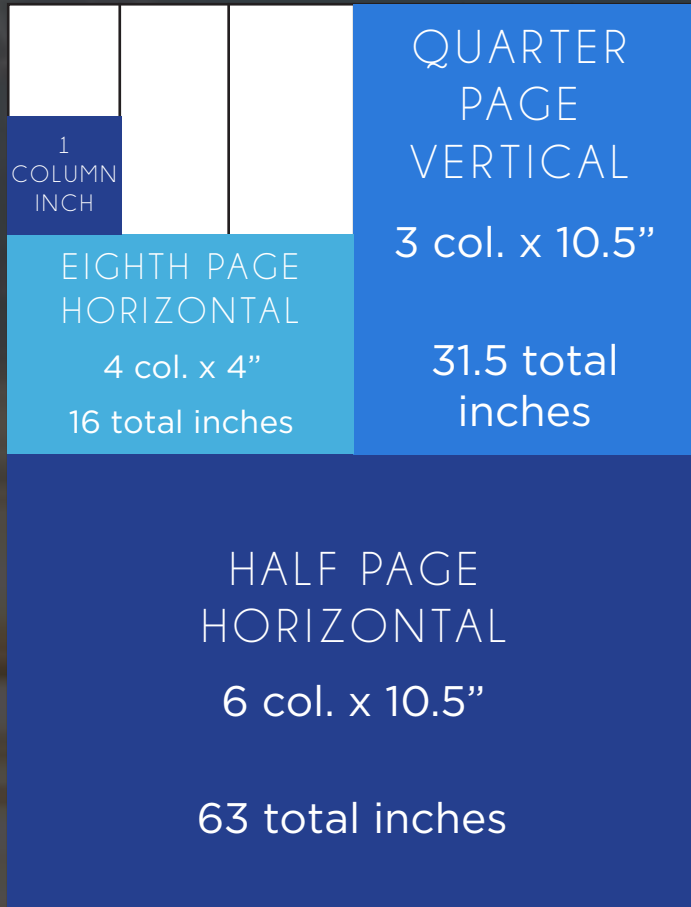
3 columns = 4.889 inches

4 columns = 6.556 inches

5 columns = 8.222 inches

6 columns = 9.889 inches

advertising



FULL PAGE // 6 col. x 21" // 126 total inches

HALF PAGE HORIZONTAL
6 col. x 10.5" // 63 total inches

HALF PAGE VERTICAL
3 col. x 21" // 63 total inches

QUARTER PAGE HORIZONTAL
6 col. x 5.5" // 33 total inches

QUARTER PAGE VERTICAL
3 col. x 10.5" // 31.5 total inches

EIGHTH PAGE HORIZONTAL
4 col. x 4" // 16 total inches

EIGHTH PAGE VERTICAL
2 col. x 8" // 16 total inches

step three

ADD COLOR

BLACK AND WHITE

no extra charge

SPOT COLOR

local // \$75
non local // \$90

FULL COLOR

local // \$90
non-local // \$220

step four

DISCOUNTS AND PLACEMENT

FREQUENCY

<< 10% off >>

run your ad three consecutive days

PREPAY

<< 5% off >>

pay before your ad runs

GUARANTEED

<< add 15% >>

page or section of your choice

Sign a CONTRACT and receive a discount.

Clients committing to at least 250 column inches in a 12 month period receive discounted rates.

inches	national rate	local rate	nonprofit rate	UW rate
250	\$12.24	\$10.40	\$8.97	\$7.32
500	\$12.12	\$10.17	\$8.74	\$7.13
800	\$11.75	\$9.85	\$8.47	\$6.90
1,000	\$11.48	\$9.63	\$8.28	\$6.75
2,000	\$10.20	\$8.55	\$7.36	\$6.00

/// Ads requested past 5 pm the day before running will be charged an extra 5% ///

step five

CALCULATE YOUR TOTAL

[x] multiply your totals from steps one and two

[+] add your total from step three

[+/-] add or subtract your total from step four

CLASSIFIED

classified policies

1. Line by line ads must be prepaid unless the advertiser has an existing line of credit with The Badger Herald.

2. Tear sheets or proofs are not supplied unless requested by the advertiser.

STANDARD RATE
\$0.35 per word per issue

STUDENT RATE
\$0.25 per word per issue

BOLD UPGRADE
(bold the first three words
of your line by line ad)
\$0.15 per issue

TOP AD UPGRADE
(line by line ad will
appear at the top of the section)
\$0.10 per issue

SYMBOLS
\$0.35 per issue

advertising

LINE BY LINE

Unboxed text ads on the Classified page

Charged per word

Choose a section: Attention, Employment, For Rent,
For Sale, Lost/Found, Parking, Sublets, Personals,
Roommates or Services

CLASSIFIED DISPLAY

Boxed display ads that run on the Classified page

Charged per column inch (see rate card on pages 6–8)

Choose a section: Attention, Employment, For Rent,
For Sale, Lost/Found, Parking, Sublets, Personals,
Roommates or Services

ONLINE advertising

Looking to complement your print ad and reach our highly responsive online readers?

Place a print ad and get 25% off online ads!

Advertise your business online with the newly redesigned badgerherald.com

Spring 2011 Online Audience//

Pageviews: 27,044 per day on avg.

Weekday pageviews: 20K-40K

Visits: 11,654 per day on avg.

Weekday visitors: 10K-15K

Online Ad Sizes	Dimensions (in pixels)	CPM (cost per 1K)
Home Leaderboard	728 x 90	\$40.00
Top Leaderboard	728 x 90	\$10.00
Bottom Leaderboard	728 x 90	\$5.00
Large Rectangle	336 x 280	\$7.00
Medium Rectangle	300 x 250	\$7.00
Half Page	300 x 600	\$10.00
Wide Skyscraper	160 x 600	\$5.00
Vertical Banner	160 x 400	\$3.50
Square	160 x 160	\$2.50
Text Links		\$75 / month

Duration:

When purchasing an online ad, you choose the start date and an optional end date. The number of impressions you purchase and the the run window determine how often the ad is displayed. An impression is counted every time the ad is displayed. To have your ad display on every possible page view for about a week, you would have to purchase 125,000 impressions. If you specify an end date, our servers will automatically distribute the impressions you purchase across the campaign window. For example, you can have your ad display for a month and only purchase a week's worth of impressions. In that case, though, your ad would only show up about a quarter of the time.

Online Ad Format:

We prefer ads as JPEG, GIF or SWF files, and they should not exceed 40 kilobytes. We reserve the right to adjust ad sizes and recompress ads exceeding 40 kilobytes.

E-mail all web ads directly to your

VIP DIGITAL BUNDLE

- Guaranteed ad placement for online Shout-Outs
- 1/4 page full-color ad
- Badger Herald endorsed tweets.

// DAY PACKAGE //

1/4 page ad
Online Shout-Out
sponsorship
Badger Herald endorsed
tweet at lunch
[\$500]

// WEEK PACKAGE //

1/4 page ad Monday & Friday
Online Shout-Out
sponsorship for the week
Daily Badger Herald
endorsed tweets
[\$950]

The Badger Herald
Updated Wednesday, May 4, 2011, at 11:11 a.m.
Madison, Wis. - Fair and 57.0° F

Home News Opinion Arts/Etc. Sports Comics Blogs Shout-outs Classifieds About Advertising More

The Badger Herald is hiring! Click here to find out more about open positions!

Advertise Here Large Rectangle 336 x 280

Where your vending machine dollars go
Students toss loose change in UW's machines on daily basis, but few know money totals almost half million dollars annually.

May 3, 2011

Democrats pick up 1 seat in Assembly in special elections
SOP hangs on to loss
By Associated Press. Comments: Read 3 or Add yours

UW System's future unsure
Teaching Assistant Association forum reveals critical ideas on control-ensue plan to split Madison campus from system
By Matt Huppert. Comments: Read 0 or Add yours

Recall campaign leaders say Democrats harassing supporters
Number of citizens against Sen. Heisen report access of phone calls from Senate
By Maggie Stone. Comments: Read 0 or Add yours

Concerns over race arise in some city bars
As Madison's hip-hop community grows, some citizens, city officials say not enough places exist for audience to thrive
By Ashlieve Steward. Comments: Read 12 or Add yours

Where your vending machine dollars go
Students toss loose change in UW's machines on daily basis, but few know money totals almost half million dollars annually
By Gillen Losh. Comments: Read 0 or Add yours

Proposed legislation advocates for young abuse victims
Current laws do not require certain state employees to report suspected assaults
By George Layman. Comments: Read 0 or Add yours

Walker announces upgrade for Milwaukee area highway
Governor says upgrade to interstate helps boosting tourism industry. Copponents claim \$15-\$200M price tag too costly for current economic climate
By Andrew Auer. Comments: Read 7 or Add yours

Monthly Archives
Select a month: ▾

Multimedia
May 1, 2011
Photo: Millie 2011

April 24, 2011
Photo: Spring Football

April 17, 2011
Palin praises state leaders

Advertise Here Wide Skyscraper 160 x 600

Advertise Here Square 160 x 160
Badger Herald online ad rates

Advertise Here Vertical Banner 160 x 400



STAND OUT

with inserts
or unique
Badger Herald
sponsorship
options

INSERTS

Differentiate yourself by placing free-standing inserts in any of our daily issues. Placing inserts is a great way to stand out and get your advertisement recognized!

1–12 pages

\$70 per 1,000 inserts

13–24 pages

\$75 per 1,000 inserts

25+ pages

\$80 per 1,000 inserts

Receive 5% off by inserting 2x per month

Inserts must be preprinted, prefolded and delivered to Capital Newspapers marked "The Badger Herald" with the insertion date included. All inserts must be received by Capital Newspapers 10 days prior to the insertion date.

Capital Newspapers, Inc.

Attn: Kim Wustrack
1901 Fish Hatchery Road
Madison, WI 53713
Phone: 608-252-6265
Fax: 608-252-6049

SPONSORSHIPS

Sponsor a special feature in our paper. Sponsorships are a great way to reach students on a daily and weekly basis.

SHOUT-OUTS

\$300

Our extremely popular student interaction feature. Unique to The Badger Herald. Shout-outs are a campuswide phenomenon!

.....

PUZZLES

\$75

Our daily full page of comics, crosswords, kakuro and sudoku is one that students never pass up!

.....

2ND CHANCES

\$200

This new feature is our spin on "Missed Connections." On the Classified page every Thursday!

.....

CARTOON CAPTION

CONTEST

\$100

Students submit cartoon captions and the best is featured on the Classified page. Great chance to promote your business weekly!

.....

MONDAY MORNING

RANT

\$150

Popular student content which features the best rants about campus life. On the Classified page every Monday.

ADVERTISING POLICIES

PROCESS //

All advertisements must be reviewed by the advertising executive making the sale prior to insertion. When screening for objectionable content, executives and ad managers should take a visual scan of the actual ad, including any linked content for web, and conduct thorough client research. This could include web searches, and contacting other newspapers via the CNBAM listserv.

POLICY //

Approval : All advertising is subject to acceptance by the Advertising Director at The Badger Herald, who reserves the right to reject copy at their sole discretion anytime prior to publication. The Badger Herald reserves the right to refuse advertising containing obscene, patently false, libelous, or inciting physical violence. Should the Advertising Director have questions about approval the ad will be reviewed by the Board of Directors and subject to a majority vote.

Liability: The advertiser and/or agency agree to assume full and complete responsibility and liability for the content (including text, illustrations and copyright) of any advertisements placed in The Badger Herald or www.badgerherald.com.

Political Advertisements: Must conform to Wisconsin campaign disclosure laws. They must show clear endorsement, i.e. "Paid for by..." All political-related advertisements will have placed upon them "Paid Advertisement."

Advertorials: Any advertisement that simulates news can be accepted, but must carry the phrase "Paid Advertisement."

The Badger Herald may change the policy at any time.

PAYMENT POLICIES

Advertising will be billed each month with an itemized invoice statement including related charges and one tear sheet for each advertisement. Requests may be made for up to four additional tear sheets. A credit application is required in order for any advertiser to be invoiced. Please allow one week for initial processing of credit applications. If an ad must run before approval, advertisers must prepay by check or credit card.

Unless other arrangements have been made, line classified advertisements are billed at the start of the ad run. All display advertising cancelled after the space reservation deadline, with a signed insertion order, will be billed for 100% of the space cost.

All returned checks will be assessed a \$30 service charge and may be electronically represented for payment. All advertising rates are net (non-commissionable).

Accounts 30 days past due may incur a 1.5% monthly finance charge. Accounts 60 days past due will be required to prepay for all new advertising. Accounts 90 days past due will have advertising suspended at the discretion of the business manager and may be sent to a collections agency.

Special billing and handling procedures may be arranged with the publisher, Peter Hoeschele at 608-257-4712 ext 201.

special issues

FALL REGISTRATION ISSUE >> SEPTEMBER 6 & 7

Welcome students back with double the exposure for the price of one ad. We print the same issue on both days. DEADLINE // SEPT. 1

BAR AND DINING GUIDE >> OCTOBER 5

This guide offers information and reviews of the best places to eat and drink in the Madison area. DEADLINE // SEPT. 29

SPRING SUBLET GUIDE >> NOVEMBER 9

Students turn to this guide in their search for a place to live or if they are trying to sublet their space. DEADLINE // NOV. 3

FALL DIVERSIONS >> DECEMBER 15

Filled with crosswords, kakuro, sudoku and shout-outs, this issue is created to distract students from finals. DEADLINE // DEC. 8

SPRING REGISTRATION ISSUE >> JANUARY 23 & 24

Welcome students back with double the exposure for the price of one ad. We print the same issue on both days. DEADLINE // JAN. 18

STUDENT CHOICE AWARDS >> FEBRUARY 22

Students cast their votes on categories such as Best Bar and Fave Study Spot. It features the winners and reviews. DEADLINE // FEB. 16

SUMMER SUBLET GUIDE >> MARCH 7

Students staying in Madison for the summer use this guide to find a place to live. DEADLINE // MARCH 1

DIRTY BIRD >> APRIL 1

Our satirical April Fools' Day joke. We put our own spin on another student newspaper on campus. DEADLINE // MARCH 27

CHOOSE YOUR OWN ADVENTURE >> APRIL 18

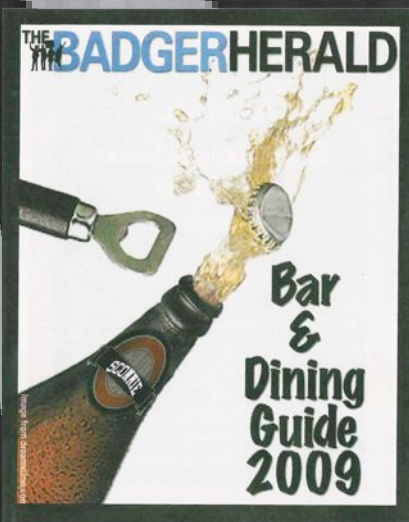
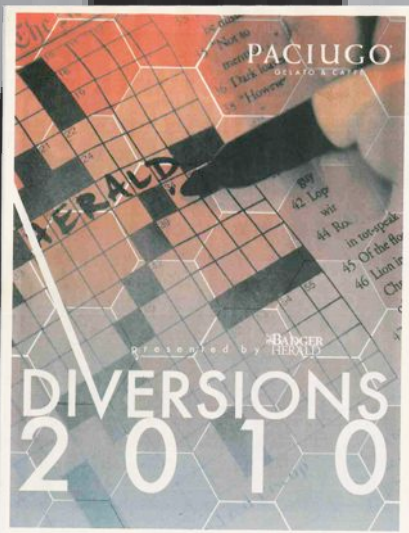
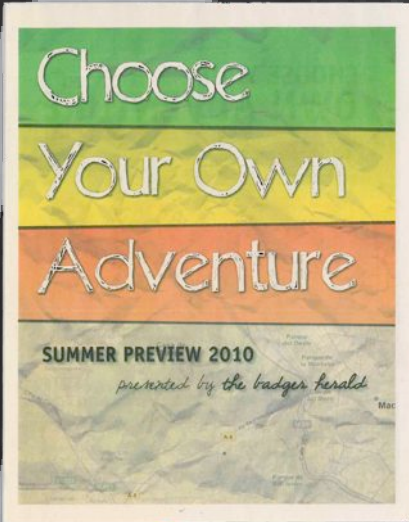
We give students a preview of summer with suggestions, information and reviews of fun activities and places. DEADLINE // APRIL 12

SPRING DIVERSIONS >> MAY 11

This spin on Fall Diversions has games, puzzles and shout-outs and gives students a break during finals week. DEADLINE // MAY 4

SUMMER MAILHOME >> JULY 20

This issue is sent home to all of the incoming freshmen and transfer students. DEADLINE // TBA



PLEASE CONTACT US AT 608-257-4712 EXT. 301 TO LEARN ABOUT SPECIAL DISCOUNT RATES FOR THESE ISSUES!

PUBLICATION SCHEDULE

SEPTEMBER 2011

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER 2011

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER 2011

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

DECEMBER 2011

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JANUARY 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY 2012

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

MARCH 2012

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

APRIL 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

MAY 2012

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

UW DATES TO REMEMBER

Halloween Weekend >> 10/27/11 - 10/30/11

Thanksgiving Break >> 11/24/11 - 11/27/11

Fall Semester Ends >> 12/15/11

Winter Break >> 12/23/10 - 1/22/12

Spring Break >> 3/31/12 - 4/8/12

Spring Semester Ends >> 5/11/12

FOOTBALL HOME GAMES

UNLV >> 9/1/11

Oregon State >> 9/10/11

South Dakota >> 9/24/10

Nebraska >> 10/1/11

Indiana >> 10/15/10

Purdue >> 11/5/10

Penn State >> 11/26/10

THE BADGER HERALD

please contact us
with questions or for further
information

326 W. Gorham St.
Madison, WI 53703
Phone: 608-257-4712
Fax: 608-258-3029
badgerherald.com

MEET THE ADVERTISING DEPARTMENT

.....

BRYANT MILLER x 301
advertising director

MITCH HAWES x 321
display manager

ROSHNI NEDUNGADI
x 311
classified manager

PETER HOESCHELE
x 201
publisher

SIGNE BREWSTER x 101
editor in chief

ADAM PARKZER
webdirector@badgerherald.com
web director

LINDA BROZYNA
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