



CURB

PULSE
MEDIA KIT 2022

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LETTER FROM THE EDITOR

Dear Readers,

To say the last two years have been hard is an understatement. The situation has forced our society to revamp and reevaluate the way we live. We have lived through one of the worst global pandemics, forcing us into an international shut down while facing an increasingly polarized political environment that has further divided our country.

Through all of the hardships we often find ourselves asking: what does it truly mean to be alive? While for some it might mean living everyday to the fullest and striving to become an elevated version of themselves, for others it means doing what has to be done to make it through to the following day.

This year, the Curb team will take the “Pulse” of Wisconsin. We will dig into what drives the heart that beats and propels us forward. In this issue we will explore the passions, hardships and discoveries that have shaped the people of Wisconsin.



Photo by Perri Moran

We will traverse the state through stories of how both people and businesses have fought to survive these difficult years, what they have done to continue to thrive and how they strive for greatness, bettering themselves and the surrounding community. It’s only up from here.

All the best,

Brooke Messaye

Brooke Messaye

CURB: PULSE PHILOSOPHY



Photo by Anna Samoylova, Unsplash

Philosophy Statement

The last few years have not been easy. We've faced a global pandemic, an increasingly polarized political environment and growing divisions. It is through these difficult times that we face the question of what it means to truly be alive. Through passions, hardships and discoveries, "Pulse" seeks to explore the heartbeat of what drives the human experience and propels the people of Wisconsin forward.

OVERVIEW



Photo by Tom Barrett, Unsplash

What will you find inside?

We will highlight what drives Wisconsin forward despite the many challenges we face today. We will critically examine the hardships that hold us back. We will celebrate areas of growth and promise as we move forward out of tough times. We will tackle difficult conversations and topics to capture the overall well-being — the pulse — of Wisconsin. We will answer the question: What does it truly mean to be alive?

Where do we distribute?

Our magazine is mailed to UW–Madison alumni across the state with a strong focus on the Madison, Milwaukee and Green Bay areas.

Who is our audience?

In print alone, Curb: Pulse will reach approximately 10,000 UW–Madison alumni throughout the entire state and another 10,000 readers through our website. Our readers are generally between the ages of 23 to 40. They are UW–Madison graduates and people in their network who appreciate the honesty, integrity, innovation and diversity we strive to include in our magazine. Our audience consists of professionals from many different backgrounds and careers. They are proud to call themselves alumni of UW–Madison and continue to promote change through their devotion to the Wisconsin Idea.



CHOOSING CURB: PULSE

Reach your target audience efficiently and effectively

Research shows magazines are a highly successful medium for advertising.

Motivate customers to act

More than half of magazine readers act on advertisements they see in publications.

Reach an audience beyond our 10,000 subscribers

Magazines have a high pass-along rate, meaning that each magazine copy will be read by at least two people. Additionally, they are one of the most permanent forms of media, so your advertisement in Curb: Pulse will continue reaching audiences even after publication.

Turn your audience into influencers

Compared with users of other media, magazine readers are more likely to facilitate word-of-mouth advertising, and to influence family and friends to purchase products in various categories.

Feature your business in an award-winning magazine

The Society of Professional Journalists named Curb Pause the winner of the national Mark of Excellence award for best affiliated website for 2020, and the magazine was a national finalist for best student magazine. In 2019, Curb: Navigate was named the best student magazine by the Society of Professional Journalists in our region. Curb: Fearless, 2018's publication, was a national finalist for the Society of Professional Journalists Mark of Excellence Award for best student magazine. The magazine and website have also won numerous awards from the Wisconsin Broadcasters Association and Milwaukee Press Club.



ADVERTISING SPECIFICS

Photo by Perri Moran

Types of Advertisements

Print

- Full-page
- Half-page horizontal
- Half-page vertical
- 1/3-page horizontal
- 1/3-page vertical
- 1/4-page vertical
- 1/6-page vertical

Online

- Banner advertisement
- Sidebar advertisement

Deadlines

- Oct. 12** Early bird special
- Oct. 18** In-house advertising materials
- Oct. 24** Reserve advertising space
- Oct. 28** Final advertising creative
- Nov. 4** All advertising payments

RATES & DIMENSIONS

Print

Full-page

\$430

Trim: 8.5" x 10.875"

Bleed: 0.125" beyond the trim on all sides

Half-page

\$325

Trim: 5.4375" x 8.5"

Bleed: 0.125" beyond the trim on three sides

1/3-page

\$225

Trim: 3.6" x 5"

Bleed: 0.125" beyond the trim on three sides

1/4-page

\$175

Trim: 2.5" x 5"

Bleed: 0.125" beyond the trim on three sides

1/6-page

\$135

Trim: 2.166" x 4.583"

Bleed: 0.125" beyond the trim on three sides

Special rates

Preferred placement inside front cover

\$625

Preferred placement inside back cover

\$575

Online

Banner advertisement

\$85

970 x 90 pixels

Sidebar advertisement

\$60

336 x 280 pixels





DESIGNS & DISCOUNTS

Early bird special

A 10% discount is offered for all returning advertisers* or all advertisers who sign an advertising contract by Oct. 12, 2022.

*Returning advertisers who sign a contract before Oct. 12, 2022 cannot accumulate both 10% discounts.

Free advertisement design

Take advantage of the talented creative team at Curb: Pulse—we will design your print or online advertisement FREE of charge. Advertisers must sign a contract by Oct. 24, 2022.

Full-page and half-page deals

The purchase of a full-page advertisement comes with a complimentary online sidebar advertisement, with the option to upgrade to a banner advertisement for an additional \$20. The purchase of a half-page print advertisement comes with a complimentary online advertisement box, with the option to upgrade to a banner advertisement for an additional \$30.



Photo by Amol Mande, Pexels

SPONSORSHIPS

The pulse of Wisconsin is ever changing with grand highs and occasional lows building.

The last few years have not been easy. As we seek to move forward – collectively and as individuals – Curb: Pulse will tell stories of determination, resiliency and celebration, highlighting the drive that moves the people of Wisconsin forward.

By uplifting the strength and resolve of the people of Wisconsin, Curb: Pulse aims to celebrate the struggles and successes that make us all unique.

Sponsoring *Curb* will allow a staff of aspiring communicators to hone their skills, but above all, practice the art of storytelling.

By sponsoring our vision, you will support a message of reckoning, action and hope to readers across Wisconsin. If the philosophy of Curb: Pulse resonates with you, please consider assisting us through a sponsorship this year.

LEVELS OF SPONSORSHIP

The staff of *Curb* is extremely grateful for monetary donations.

Sponsoring *Curb* shows your business is invested in Wisconsin's rich and diverse community. In such a turbulent time in history, it is crucial for our stories to be told. By funding and investing in *Curb: Pulse*, you help provide a unique educational opportunity for bright and motivated students who strive to share their hard work with others and bring their vision to life.

All sponsors will have their website link placed under the sponsorship tab on our magazine's website, carbonline.com. Certain levels of sponsorship merit recognition in print.

All contributions of any size are greatly appreciated. We truly appreciate your consideration and support.

Bronze

\$1 to \$250

Your logo placed on our website "Sponsorship" page

Silver

\$250 to \$500

Your logo placed at the top of our website "Sponsorship" page and a text mention in the print edition

Gold

\$500+

Your logo placed at the top of our website "Sponsorship" page and in the print edition

FUND ALLOCATION

**INTERNAL PRODUCTION
PRINTING COSTS
CIRCULATION**

POLICIES

General Policies

All advertising is subject to *Curb's* Advertising Policies and Terms, as well as to all provisions and regulations set forth in this section. Failure to make the order correspond in price and otherwise with current rates is regarded only as a clerical error, and publication will be made and charged under *Curb's* established policies, terms and provisions.

All advertisers will receive proof of their advertisement along with a copy of their contract once a confirmation — oral or written — is binding.

Curb accepts responsibility for publishing each advertisement correctly as determined by the original copy, provided the advertisement is submitted on or before the set deadline. *Curb* will not accept liability for any changes in copy after the advertisement has been proofed and approved by the advertiser.

Curb will not be responsible for any typographical errors except to cancel charges for such a portion of the advertisement that may have been rendered valueless by such error. Advertising may not be set in the exact body type and must carry out the word “advertisement” if it resembles editorial content.

All original advertising design and graphics remain the property of *Curb* unless otherwise purchased or traded for other value. *Curb* reserves the right to refuse any advertisement in the case of libel or poor taste.

Special Changes

Guaranteed placements will incur a 10% additional charge, except back cover, inside front cover and inside back cover.

All advertising canceled after the Oct. 28, 2022, deadline will be billed at 100% of the space cost. All payments are due by Nov. 4, 2022. Interest will accrue at a rate of 2% per week for all accounts past due. Checks should be made out to UW-Madison with “Curb” in the memo line.

A late charge of \$10 per day will accrue for advertisements or materials received after the advertising production deadline of Oct.

Advertising Materials

Formats

Please submit files for print advertisements in press-ready PDF, TIFF or EPS formats. Files for the web can be submitted in GIF, JPEG or SWF formats.

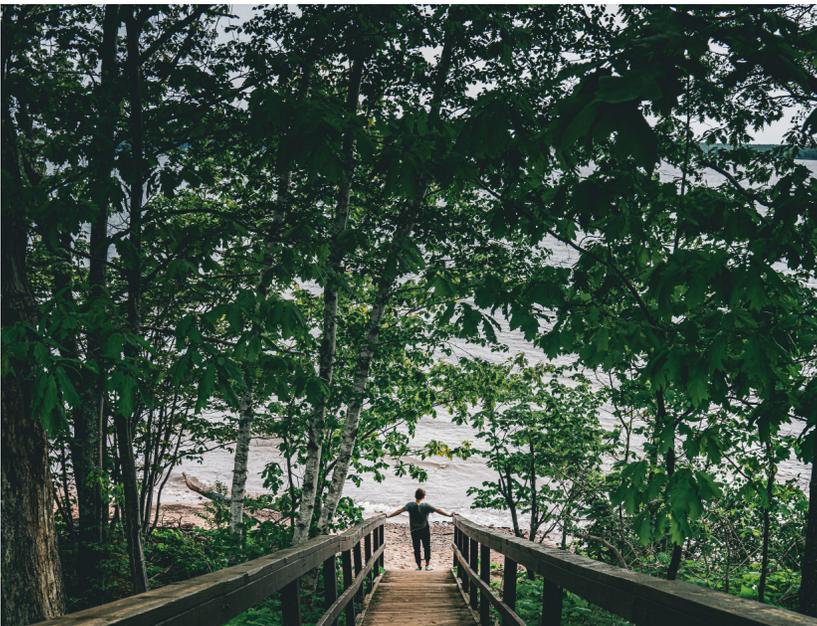
Resolution

Print files must be at least 300 ppi (pixels per inch). Web files must be at least 72 ppi.

Files

All advertisements may be submitted via email to curbmarketing22@gmail.com. Please do not send any word-processing documents. Please address any questions regarding specifications to curbmarketing22@gmail.com.

Please do not hesitate to reach out to us if you have any questions or if there is anything we can do to make the process easier on your end.





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