

Wisconsin people & ideas

The magazine of the Wisconsin Academy of Sciences, Arts and Letters

As the magazine for members of the Wisconsin Academy of Sciences, Arts and Letters, *Wisconsin People & Ideas* offers a premiere print space for reaching highly informed, engaged, and curious households across the state of Wisconsin.

Our members are connoisseurs of the region's best dining, travel, and unique attractions. They are also avid readers, patrons of the arts, defenders of natural spaces, frequent supporters of local businesses, and regular attendees at regional events.

At the national level, our reader demographics would command a premium price point for advertisers, but we are committed to championing locally owned businesses, municipal travel boards, and statewide programs, among others.

Therefore, our advertising rates are designed to be inclusive and accessible to a range of partners looking to connect with some of the most influential households in Wisconsin.

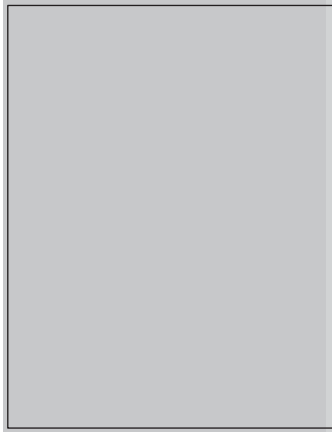
We offer a limited number of standard advertising spaces in each of our three annual issues, which are delivered to more than 1,500 households and partner organizations statewide.



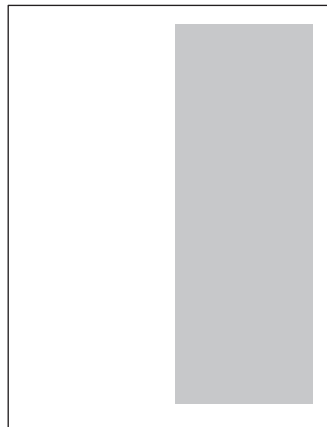
We're also currently exploring a small number of branded content opportunities that fit with our focus on high-quality, creative, and informative content. We're open to talking with you about customized opportunities.

**For more information, contact
Editor Sandra Barnidge at
sbarnidge@wisconsinacademy.org**

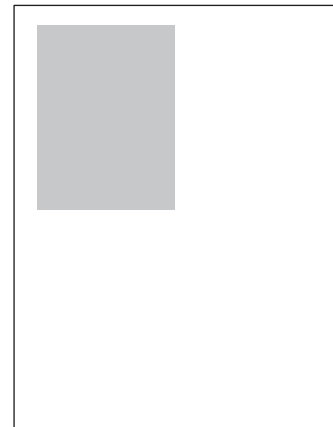
Advertising Specifications



Full Page*
8.375 x 10.875 in.
(add .125 in. bleed)
Live area 7.25 x 9.75



Half Page Vertical
3.525 x 9.75 in.



Quarter Page
3.525 x 4.775 in.

Standard Ad Rates

	One ad	Two ads	Three ads	Four ads
Full page	\$ 850	\$ 722	\$ 595	\$ 467
Half page	\$ 600	\$ 510	\$ 420	\$ 330
Quarter page	\$ 425	\$ 361	\$ 297	\$ 233
Inside Front Cover	\$1,800			
Inside Back Cover	\$1,350			

We occasionally solicit small ads that are sized to an eighth of a page (half of the standard quarter page). These highly affordable ads are offered to very small organizations with limited budgets. We periodically offer themed submission calls for batches of these small-sized ads, so please inquire about upcoming opportunities and whether your organization may be a good fit.

Standard Ad Reservation Dates

Winter/Spring

Reserve by December 1
Ad files due January 31
Publication in March

Summer Issue

Reserve by February 1
Ad files due March 31
Publication in July

Fall Issue

Reserve by June 1
Ad files due August 31
Publication in November



ADVERTISING AGREEMENT

Date:

Advertiser (company name):

Contact:

Address:

Phone:

Email:

***Wisconsin People & Ideas* Insertion Schedule (Add checkmark or X on desired issues)**

- Winter-Spring 2025 (publication in March; ad due January 31)
- Summer 2025 (publication in July; ad due March 31)
- Fall 2025 (publication in November; ad due August 31)

Position (Add checkmark or X):

- Full Inside Front Cover
- Full Interior Page
- Half Page
- Quarter Page
- One-Eighth Page

TOTAL:

AUTHORIZATION

Signature _____

Title _____

Name (please print) _____ Date _____

Return signed agreement to: sbarnidge@wisconsinacademy.org



PAYMENT

All rates are net. Payment is due upon receipt of invoice. Advertisers who cancel after the closing date will be liable for payment in full. Advertisers under contract are protected at current rates until termination of existing contract. Frequency discounts are valid for advertising which runs within a 12-month period, based on the date of first advertising placement. If advertiser does not complete the contract within a 12-month period, advertising will be back-billed at the one-time rate.

CANCELLATION POLICY

Cancellations and changes cannot be accepted after closing date. For advertisers receiving multiple frequency discounts, cancelled ads must be rebooked on cancellation and run within 12 months of the first ad in the contract. Advertisers who do not fulfill their contracts will be back-billed at the one-time rate.

MATERIAL ACCEPTED

Publisher reserves the right to reject any advertising deemed unsuitable. Prepress proofs are not available. High-resolution (300 dpi) Adobe PDFs are preferred. CMK colors REQUIRED. Other electronic file formats accepted include: Photoshop (flattened), EPS, and TIF. Custom ad production is not generally available.

CONTRACT REGULATIONS

Publisher reserves the right to reject any advertising deemed unsuitable. Publisher must be given written notice to cancel any contract.

DELIVERY

Send advertising materials by deadline specified to: sbarnidge@wisconsinacademy.org

Winter-Spring publication is in March; ads are due by January 31.

Summer publication is in July; ads are due by March 31.

Fall publication is in November; ads are due August 31.