

# Wisconsin people & ideas

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

The Wisconsin Academy's quarterly magazine of contemporary Wisconsin thought and culture, *Wisconsin People & Ideas* is an ideal advertising partner for educational organizations, art galleries, cultural institutions, and retirement communities. This high-quality, 56-page magazine features thoughtful stories about amazing Wisconsin people, original creative writing and artwork, and informative articles about homegrown innovation.

## CIRCULATION

5,000 copies, four times a year, available state-wide through subscription, libraries, and distribution centers. 48% of subscribers are located in Dane County.

## AUDIENCE

Lifelong learners and key decision-makers who value our state's natural environment, growing creative sector, and literary culture. *Wisconsin People & Ideas* readers often buy local and support the visual and performing arts.



## AD RESERVATION AND FILE DUE DATES

ISSUE	RESERVE BY	AD DUE DATE	PUBLISH DATE
Winter	Nov 15	Dec 15	Jan 15
Spring	Feb 1	Mar 15	Apr 15
Summer	May 1	Jun 15	July 15
Fall	Aug 1	Sept 15	Oct 1

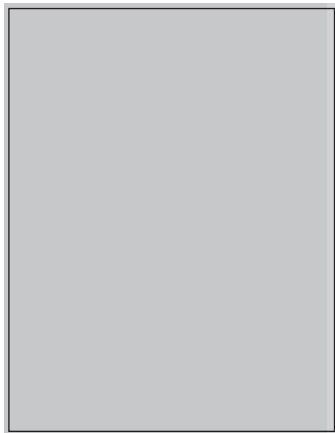
## AD RATES & DISCOUNTS

COVER ADS	
Inside front cover	\$ 1,800
Inside back cover	\$ 1,350

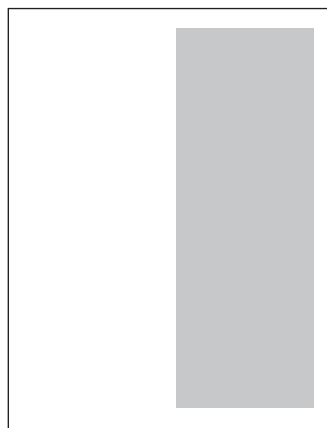
INTERIOR ADS				
	1x	2x	3x	4x
Full-page	\$ 850	\$ 722	\$ 595	\$ 467
1/2-page	\$ 600	\$ 510	\$ 420	\$ 330
1/4-page	\$ 425	\$ 361	\$ 297	\$ 233

## ADVERTISING SPECIFICATIONS

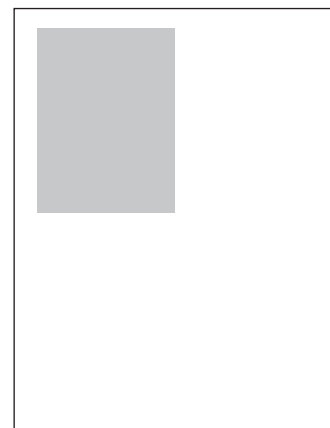
### STANDARD AD SIZES



**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.

**Files for placement should be press-ready CMYK at no less than 300dpi. PDF, TIF or EPS files are acceptable.**

Ad placement is made solely at the discretion of *Wisconsin People & Ideas* and The Wisconsin Academy of Sciences, Arts, and Letters. Any requested changes to ensure ads are press-ready are the responsibility of the advertiser. Ads that are not built correctly for print publication are subject to rejection/refund.

\*Please note that full page bleed ads can appear on the Inside Front Cover or Inside Back Cover, and therefore can become subject to an additional .25 inch cropped width (on the left or right side) in order to meet glue-binding specifications. Please keep this in mind when creating your artwork.

### ADVERTISING CONTACT FOR INQUIRIES AND RESERVATIONS

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