



CURB pause

MEDIA KIT

table of contents



3	Letter from the Editor	7	Advertising Specifics	11	Levels of Sponsorship
4	Curb Pause Philosophy	8	Rates & Dimensions	12	Fund Allocation
5	Why Curb Pause	9	Designs & Discounts	13	Policies
6	Overview	10	Sponsorship	14	Contact Curb

letter from the editor

To our future partners,

The average person spends one-third of their life working and another third sleeping. So, this leaves us with the existential and painstakingly unanswerable question: How can we spend the remaining third of our lifetimes in a way that counts?

Society and the world tells us that we need to be in constant motion and intently focused on ourselves in order to be productive. However, sometimes the most deliberate thing you can do is to stop moving, pause your ambitions and attempt to understand your surroundings more deeply.

That's what this issue of *Curb* will strive to accomplish. 2020 has challenged us in ways we did not foresee. The world is experiencing a new era of unrest and uncertainty, wrapped in a pandemic and spurred on by the ever-widening gap between those debating the best path forward. Instead of trying to sort through the noise and find what's at the heart of it, we have stopped listening.

This is why *Curb* invites you to join us in taking an intentional pause to reflect and notice the many voices that have gone unrecognized. Alongside you, we will explore the ways so many Wisconsinites have experienced both universal and deeply personal obstacles, as well as how they are staying close to one another, even during a time when it's not physically possible.

By choosing to support *Curb* Pause, you can help us share these stories of empowerment and endurance with more than 10,000 Wisconsin alumni. Together, we'll create an environment where a moment of silence can lead to a movement.

Thoughtfully,



Cara Suplee
Editor-in-Chief

curb pause philosophy



Photo by Clement Falize

In a turbulent year of global crisis and civil revolution, many have been forced to put their regular lives on pause. For some it's peaceful, but for others it's tumultuous. As Wisconsin begins to progress, we invite you to take an intentional pause with us to recognize injustices, rewind to reflect on historic parallels and amplify voices that have been muted for generations — before we press play on the next track of our state's future.



why curb pause

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 Pause* 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

Several past issues of *Curb* have won national awards. 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 Society of Professional Journalists named *Curb* the Best Student Magazine in 2012 and 2014.



Photo by Alec Favale

overview



Photo by Sicong Li

What will you find inside?

We will reflect on our lives during this unexpected year. We will pay closer attention to the injustices occurring all around us. We will amplify the voices of those who have been silenced. We will learn important lessons during times of grief and loss. We will take a moment to pause in order to evaluate the present and anticipate the future.

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 Pause* will reach approximately 10,000 UW-Madison alumni throughout the entire state.

Our readers are generally between the ages of 23 to 40. All are UW-Madison graduates 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.

A photograph of the Milwaukee Art Museum's iconic glass pyramid, showing its white structural frame and glass panels against a clear blue sky.

advertising specifics

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

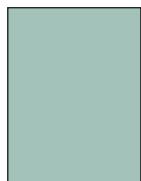
- Banner Advertisement
- Sidebar Advertisement

Deadlines

Oct. 8	Early Bird Special
Oct. 15	In-House Advertising Materials Due
Oct. 22	Last Day to Reserve Advertising Space
Oct. 29	Final Advertising Creative Deadline
Nov. 5	All Advertising Payments Due

rates & dimensions

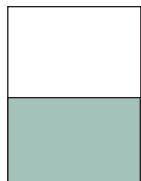
Print



Full-page
\$430

Trim: 8.5" x 10.875"

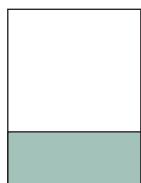
Bleed: 0.125" beyond the trim on all sides



Half-page
\$325

Trim: 5.4375" x 8.5"

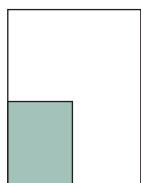
Bleed: 0.125" beyond the trim on three sides



1/3-page
\$225

Trim: 3.6" x 8.5"

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

Online

Banner Advertisement
\$85
970 x 90 pixels

Sidebar Advertisement
\$60
336 x 280 pixels

Special Rates

Preferred Placement Inside Front Cover \$625
Preferred Placement Inside Back Cover \$575



designs & discounts

Take advantage of the talented creative team at Curb Pause – we'll design your print or online advertisement **FREE** of charge. Advertisers must sign a contract by **Oct. 22, 2020.**

Early Bird Special

A 10% discount is offered for all returning advertisers* and all advertisers who sign an advertising contract by **Oct. 8, 2020.**

* Returning advertisers who sign a contract before Oct. 8, 2020, cannot accumulate both 10% discounts.

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**.

sponsorship

2020 has been a year in flux. *Curb Pause* invites readers to stop and reflect on the challenges we're facing — some only months in the making, and some spanning generations. Wisconsin is a state full of ambition, ingenuity and community, and we're ready to leverage this moment.

With an intentional pause, *Curb* aims to uplift the people and stories that define this moment in history. From local business owners grappling with economic strife, to neighborhood organizers fighting for social justice, to students navigating an upended academic year, Wisconsinites will be crucial to the evolution of our communities in the

months and years to come. In providing a platform for these stories, *Curb Pause* intends to serve as a canvas for the future Wisconsin wants to paint as we pause, rewind and eventually press play.

Sponsoring *Curb* will allow a staff of aspiring communicators to hone in on several 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 Pause* resonates with you, please consider assisting us through a tax-deductible sponsorship this year.

levels of sponsorship

The staff of *Curb* is extremely grateful for any 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* Pause, 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, curbonline.com. Certain levels of sponsorship merit recognition in print.

This year especially, no donation goes unappreciated. We truly appreciate your consideration and support.

Bronze

\$1-\$250

Your logo placed on our website's "Sponsorship" page

Silver

\$250-\$500

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

Gold

\$500+

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



fund allocation

Where does the money go?

- 1 Internal production
- 2 Printing costs
- 3 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.

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 curbmarketing20@gmail.com. Please do not send any word-processing documents. Please address any questions regarding specifications to curbmarketing20@gmail.com.

We are aware that this year is a little different in many ways and that it will likely look different from past years for advertisers and supporters.

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!

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. 29, 2020, deadline will be billed at 100% of the space cost. All payments are due by Nov. 5, 2020. Interest will accrue at a rate of 2% per week for all accounts past due.

A late charge of \$10 per day will accrue for advertisements or materials received after the advertising production deadline of Oct. 29, 2020.

contact **curb**

5115 Vilas Communication Hall
821 University Ave.
Madison, WI 53706

Business Director

Abby Radewahn
aradewahn@wisc.edu
(414) 708-6261

Public Relations Director

Amanda Mizera
amizera@wisc.edu
(708) 557-2289

Engagement & Social Media Director

Holly Anderson
haanderson4@wisc.edu
(612) 558-1936

Events Director

Samantha Idler
idler2@wisc.edu
(919) 381-7100

Marketing Representative

Brighid Hartnett
bhartnett2@wisc.edu
(262) 443-5549

Marketing Representative

Celia Golod
golod@wisc.edu
(617) 448-9151

**WE CANNOT WAIT TO
SEE YOU AGAIN.
STAY SAFE.**