



*University of Wisconsin-Madison College of Engineering's
premier student news outlet!*

Founded in 1896, the **Wisconsin Engineer Magazine (WEM)** is the **University of Wisconsin-Madison College of Engineering's (CoE)** premier student news outlet. Published four times every academic year, the magazine reports on **CoE** current events and breakthroughs in the engineering discipline. With over 3500 copies of each issue distributed, the magazine enjoys strong readership from those interested in **"all things S.T.E.M."** Extensive distribution includes the **UW-Madison's** campus, Wisconsin high schools, and paying subscribers. The magazine uniquely allows for a staff of primarily engineering students to express their creative skills of writing, photography, graphic design, web design, and business! This is your opportunity to recruit these erudite graduates in a personal and powerful medium!

To reserve your company space, please contact **Mr. Michael Massicott** at **800-891-2828 Ext: 1162** or email: **mike@topgrad.com**



A D V E R T I S I N G P O L I C Y

The **Wisconsin Engineer** staff reserves the right to edit, reject and/or cancel any advertisement. Advertisements for alcohol, tobacco, firearms and political groups are not accepted. The advertiser and their advertising agency assume full liability for content of advertisements printed and assume full responsibility for any claims made against the publisher.

Advertising contracts, insertion orders or written notice authorizing an advertisement to run must accompany or precede the arrival of the advertising material. Guaranteed positions are contracted for Cover and Full Page positions only and requested placement will be attempted based on space availability and the discretion of the publisher. Only ads that meet our design specifications will be accepted.

P A Y M E N T

The advertiser and advertising agency are jointly and separately responsible for payment. Pre-payment is required. Ads will be pulled at the discretion of the Publisher for non-payment.

DIMENSIONS & MECHANICALS REQUIREMENTS



Please request our detailed **Advertising Mechanicals** and **Electronic Ad Specifications** from your program representative or from our **Art Department** at **800-891-2828 Ext: 1148** or art@pentagon-usa.us

Digital data is required for all ad submissions. Preferred file format is PDF/X-1a. However, other digital art will be accepted. High-resolution PDFs must be provided as CMYK with fonts and images embedded via disk, CDROM or email. Additional electronic and mechanical specifications are available. The **Wisconsin Engineer** is printed on a high-speed web and SWOP standards apply. Final trim size is 9 x 12 inches and bleed size is 9 1/4 x 12 1/4 inches (trims to 9 x12). Bleed is available on full-page only. Live material must be kept 1/4 inch from the trim.



Additionally, the production department at **Pentagon Publishing, Inc.** is available to design or reformat files at \$75 per hour (fee may be waived). Please contact the **Art Department** at **800-891-2828 Ext: 1148** or art@pentagon-usa.us if you wish assistance.



DEADLINES

SPRING ISSUE: JANUARY 25

SUMMER ISSUE: MARCH 25

FALL ISSUE: AUGUST 26

WINTER ISSUE: OCTOBER 25

The **Wisconsin Engineer** staff reserves the right to insert suitable ad copy for paid ads that do not submit copy by final deadline.



AD RATES

PLEASE NOTE: ALL AD RATES REFLECT 4/C PROCESS AND FULL PAGES INCLUDE BLEED. ALL RATES ARE **NET** - AGENCIES MUST ADD COMMISSION

COVER 4	\$3,495.00
COVER 2 OR 3	\$3,295.00
FULL PAGE	\$3,095.00
1/2 PAGE	\$1,995.00
1/4 PAGE	\$1,095.00
1/8 PAGE	\$ 695.00

