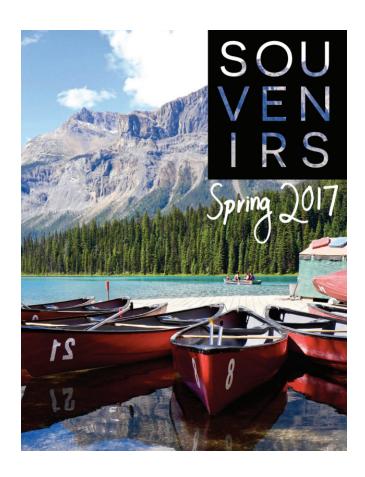
SOUVENIRS

Souvenirs is a collection of travel and multicultural experiences from undergraduates at the University of Wisconsin-Madison. Created and run entirely by students, Souvenirs publishes a biannual print magazine and maintains a website year-round. Students abroad contribute to online blog posts, while staff members write regular pieces about stories or advice from their times abroad. Souvenirs strives to provide a platform for students to share their experience, lessons and memories from their travels and inspire wanderlust in readers.





SPRING 2018 MEDIA KIT

Contact:
Sophia Dramm, Editor-in-Chief
souvenirs@union.wisc.edu

A PEEK INSIDE

Fall 2017 issue

View complete issues online at www.souvenirsmadison.com/in-print

IT'S OK TO BE SCARED



TOP REASONS TO TRAVEL ALONE

MEGAN OTTO



BECOMING FAMILIAR



ME ACROSS

THE BEGINNING OF EVERYTHING

THE PACIFIC



FROM WEST COAST TO MIDWEST

THERE'S NO PLACE LIKE HOME



WHO READS SOUVENIRS?

Souvenirs' circulation provides access to approximately 42,000 students at the University of Wisconsin-Madison. In addition to the student population, UW faculty and staff, Wisconsin Union members and the Madison community have access to the print publication, while the online publication and website is public to all internet users.

ONLINE READERSHIP

1.5k
top monthly
views

575
top weekly views

85
top daily
views



FALL 2017 PRINT ISSUE DISTRIBUTION

500 print copies Distributed across campus, including at Memorial Union, Union South, International Academic Programs office, College Library, Vilas Hall, Grainger Hall and other academic buildings, Starbucks, Indie Coffee and other local coffee shops, and online at

www.souvenirsmadison.com/in-print

610 likes

@souvenirsmadison

200 followers

©souvenirsmadison



ADVERTISE WITH SOUVENIRS

Print ads

FULL PAGE (9.75" x 11.75")

Exterior back cover: \$500 Interior front cover: \$475 Interior back cover: \$450

Full body page: \$300

HALF PAGE: \$150

Vertical (4.75" x 11.25")

Column (2.25" x 11.25")

Horizontal (9.75" x 5.5")

Ad design by Souvenirs staff: \$30

Online ads

Sidebar ad: \$150 for four weeks Sidebar ad: \$80 for two weeks

Sponsored story

PRINT

Full page of content: \$250 Half page of content: \$150

ONLINE

Full story: \$150

Mention in story: \$50

Visit www.souvenirsmadison.com/advertise for more information.

As a student organization with limited funding, *Souvenirs* gratefully accepts any forms of donations or gifts and is open to collaborations. Contact Sophia Dramm (souvenirs@union.wisc.edu) for further details.

ADVERTISING DETAILS

Billing: Payment must be submitted via check made payable to "WUD Publications" with the memo "Advertising with Souvenirs." Mail or deliver check to L. Malik Anderson, WUD Publications Director, at:

WUD Office 5281 Memorial Union 800 Langdon St. Madison, WI 53706

Payment in advance is required of all advertisers. Accounts are due and payable upon billing, accounts become past due on the 10th day following statement date. A service charge of 1.5% per month will be assessed on overdue balances. Failure to meet contract requirements for frequency or size will cause rebilling at a higher rate that corresponds to actual space used. Cancellation of an agreement must be received in writing prior to deadline date.

Deadlines: The deadline for submission of editorial copy is the 5th of the month preceding publication. Deadline for camera-ready ads is the 10th of the month. A fee of up to 50% cancellation charge may be applied after deadline.

Acceptable ad file formats: Adobe PDF, Adobe InDesign, Tiff, EPS (generic) or JPEG (@300 dpi), Freehand 10.x, Illustrator 7x, Photoshop 5.x

Production notes: We accept ads/artwork on CD or via email. Files must include fonts (paths), art and images used in ad creation; WUD Publications is created in Adobe InDesign.

Errors: Liability for errors shall not exceed the cost of that portion of spaces occupied by such error. Claims for adjustments must be made within ten days of publication. You are responsible for checking all content. When the ad is run with your approval, responsibility for all errors and inaccuracies are yours.

Acceptability: WUD Publications reserves the right to reject any advertising that does not meet our standards. Editorial copy must be submitted by e-mail with a hard copy proof. WUD Publications reserves the right to edit all submissions to fit size, format and guidelines.

Visit www.souvenirsmadison.com/advertise for more information.

