



WISCONSIN STATE JOURNAL



MADISON.COM

CAP TIMES

BARABOO
NEWS REPUBLIC

DAILY CITIZEN

PORTAGE DAILY
REGISTER

JUNEAU COUNTY
Star-Times

WISCONSIN DELLS
EVENTS

BADGERLAND
VALUES



WISCNEWS

brand ave.
STUDIOS

madisonmediapartners.com

2023 MEDIA KIT AND RATE GUIDE



MADISON

(608) 252-6234

1901 Fish Hatchery Road
Madison, WI 53713





COMPREHENSIVE MARKETING SOLUTIONS FOR ANY SIZE BUSINESS

Madison Media Partners offers the most diverse product stack in the region, all backed by best-in-class audience insight and transparent reporting. We would be delighted to help you structure a customized package to meet specific business goals. Contact Madison Media Partners today at (608) 252.2500 to speak with one of our experienced Account Executives.



DIGITAL MARKETING

- Branded Content
- Targeted Video
- High Impact Banners
- Targeted Display
- Paid Search
- Email Marketing
- Website Development
- SEO & More



SOCIAL MEDIA MARKETING

- Social Media Management
- Reputation Management
- Facebook & Instagram
- Live Sponsored Posts

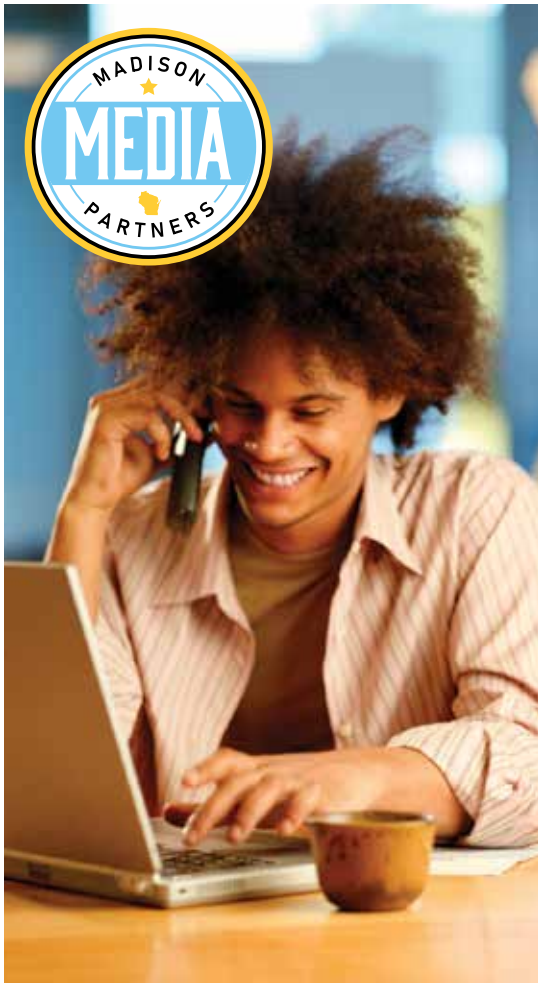


PRINT MARKETING

- Newspapers / TMCs
- Special Sections
- Direct Mail
- Pre-Printed Inserts
- AND MORE!

IN THIS MEDIA KIT...

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LOCAL REACH

76.6%

Madison Media Partners reaches more than 76% of adults in the Madison market between our paid subscribers product, and news websites.

RESPONSE RATE

10x

Our response rate is 10x the national average of 0.07%, and our viewable ad impressions are 99%, more than 2x the national average.

WEBSITE PAGEVIEWS

11.6M

Our own Madison.com receives over 11 million pageviews each month with 1.5M unique visitors.

Source: Google Analytics

FULL SERVICE MARKETING



DIGITAL



LOCAL



VIDEO



CONTENT



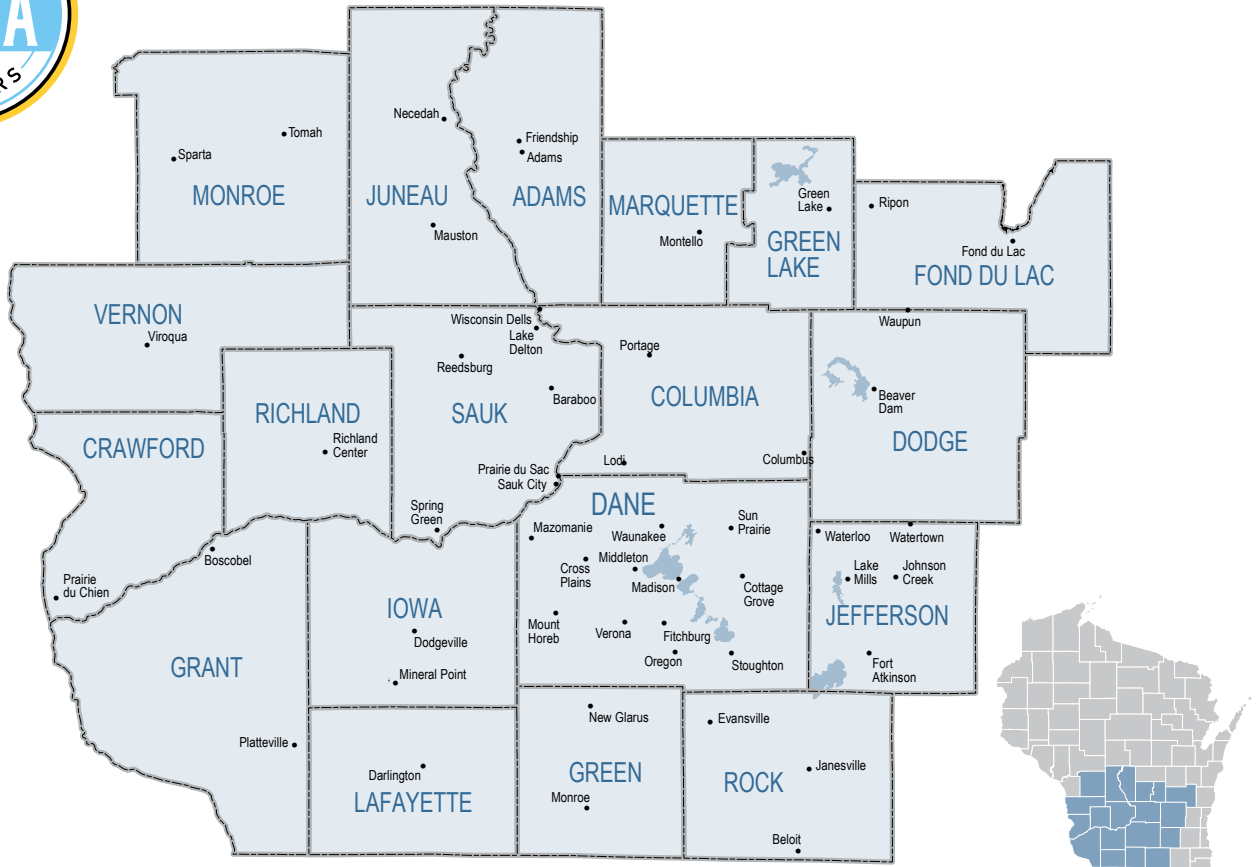
EXPERIENCE



STRATEGY



COVERAGE MAP



MARKET SNAPSHOT

Nestled in the Central and Southwest corner of Wisconsin is a collection of thriving communities in the midst of unprecedented growth. This area has a rich history with chapters that include health tech, innovative research, agriculture, educational excellence and so much more. It is also poised for an exciting future with an influx of new businesses, developments, and residents moving to the area every year.

Dane County

Population.....	568,203
Medium Household Income	\$78,452
Percent of Homeowners	58.2%
Medium Home Value	\$294,500
Percent with College Education.....	53%

Source: Census.gov QuickFacts 2022
<https://www.census.gov/quickfacts>

BRAND FAMILY

Madison

Wisconsin State Journal
 The Cap Times
 Badgerland Values Dane
 Madison.com
 CapTimes.com

Regional

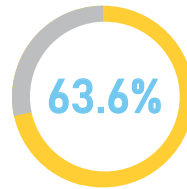
Daily Citizen
 Portage Daily Register
 Baraboo News Republic
 Juneau Star Times
 Wisconsin Dells Events
 Badgerland Values Columbia
 Badgerland Values Dodge
 Badgerland Values Juneau
 Badgerland Values Sauk
 Shopping Reminder
 WiscNews.com

Specialty

Agri-View

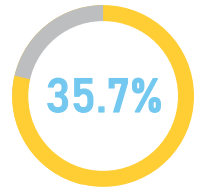


READERSHIP



In a single week, 406,600 or 63.6% of people living in the Madison market read Wisconsin State Journal in print or in digital form.

35.7% of the population read a daily or Sunday issue of Wisconsin State Journal in the past 7 days.



OUR AUDIENCE



50%

Our audience is a close split
53% Male / 47% Female readers

50%

50% of readers are between the
ages of 30-59



32%

32% of readers have children in their
household



85%

More than 8 in 10 readers have attended
or graduated college and/or receive a
post graduate degree.

Source: Coda Ventures Lee Enterprises Audience Report 2021



SOCIAL MEDIA AUDIENCE



FACEBOOK

Gender:

62% female • 37% male

Age Range:

2% 18-24 years old
16% 25-34 years old
24% 35-44 years old
21% 45-54 years old
17% 55-64 years old
18% 65+ years old

Locations:

Madison • Milwaukee • Sun Prairie
Middleton • Janesville • Chicago
Fitchburg • Stoughton • Verona
Eau Claire • McFarland • Baraboo
Waunakee • Oregon

INSTAGRAM

Gender:

63% female • 35% male

Age Range:

6% 18-24 years old
32% 25-34 years old
31% 35-44 years old
18% 45-54 years old
9% 55-64 years old
4% 65+ years old

Locations:

Madison • Sun Prairie • Fitchburg
Middleton • Verona • Milwaukee

*Results are cumulative averages from Wisconsin
State Journal, Madison.com and the Cap Times*



AUDIENCE

September 2023



DIGITAL

	Monthly Pageviews	Website Users	eSubscribers	Email List
Wisconsin State Journal			26,817	18,423
The Cap Times	364,399	179,850	1,689	19,747
Madison.com	10,932,262	1,298,313		
Madison.com App	4,341,067	16,939		
Portage Daily Register	161,506	10,048		
Baraboo News Republic	127,960	9,651	4,036	5,287
Juneau County Star Times	3,663	1,786		
Beaver Dam Daily Citizen	241,290	19,412		5,125
WiscNews.com	1,231,239	183,973		
WiscNews.com App	20,238	418		
TOTAL	17,423,654	1,720,390	32,542	48,582

PRINT

	Delivery	Frequency	Distribution	Readership	Geography
Wisconsin State Journal	Subscriber	Daily	30,487 (Sun.)	225,000	Dane County
The Cap Times	Subscriber/Rack	Wednesday	33,524	88,000	Dane County
Badgerland Values Dane	Free Shopper	Wednesday	134,839		Dane County
Portage Daily Register	Subscriber	Mon-Sat.	1,415 (Sat.)		Portage
Baraboo News Republic	Subscriber	Mon-Sat.	1,353 (Sat.)		Baraboo
Beaver Dam Daily Citizen	Subscriber	Mon-Sat.	2,512 (Sat.)	8,084	Beaver Dam
Juneau County Star Times	Subscriber	Thursday	886		Juneau County
Wisconsin Dells Events	Subscriber	Thursday	733		Wisconsin Dells
Badgerland Values - Columbia	Free TMC	Wednesday	16,281		Columbia County
Badgerland Values - Dodge	Free TMC	Monday	31,176		Dodge County
Badgerland Values - Juneau	Free TMC	Wednesday	17,375		Juneau County
Badgerland Values - Sauk	Free TMC	Wednesday	27,860		Sauk County
Shopping Reminder	Free TMC	Monday	6,695		Columbus
TOTAL			305,136		Scarborough 2022

SOCIAL

	Facebook	Twitter	Instagram	LinkedIn
Wisconsin State Journal	53,498	86,046	37,762	4,450
The Cap Times	27,332	36,408	13,532	1,790
Madison.com	31,701	38,621	18,426	330
Portage Daily Register	9,521	532		
Baraboo News Republic	11,450	1,864		
Beaver Dam Daily Citizen	15,540	1,962		
Juneau County Star Times	7,188	352		
Wisconsin Dells Events	7,466	542		
TOTAL	163,696	166,327	69,720	6,570



PREMIUM USER EXPERIENCE & HIGH IMPACT BRAND OPPORTUNITIES

Users find our site template to be:

- Highly engaging
- Easy to navigate
- Modern and colorful

With an increased emphasis on digital storytelling and interactive content.

In addition, our website uses machine learning to gather data on the content each user is absorbing and will center new content that is the best fit for them in their future visits.

Integrated into this template are exciting, visibility opportunities for our advertisers as well.



VIDEO-CENTRIC SITE DESIGN

- In 2021, US adults will watch an average of 140 minutes of digital video per day.
- Viewers retain 95% of a message when they watch it in a video, compared to 10% when they are reading the content in text.
- One-third of all on-line activity is spent watching video content.





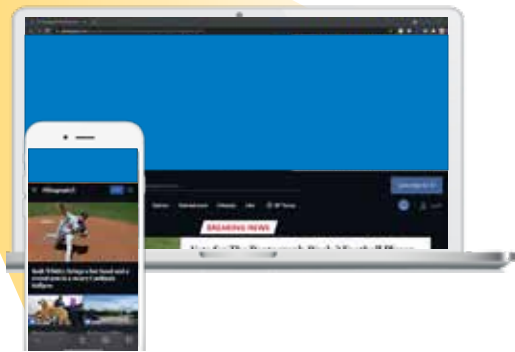
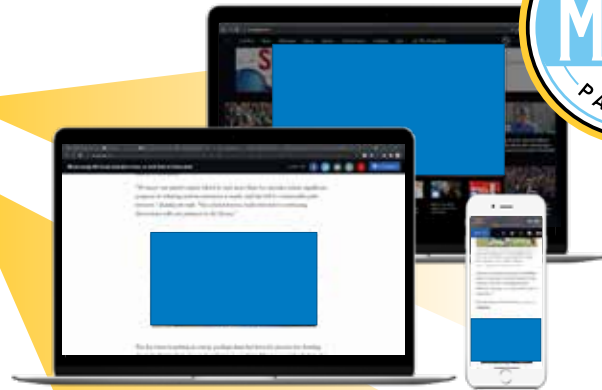
PREMIUM INVENTORY

VIDEO PREROLL	\$30 CPM
VIDEO DISPLAY	\$30 CPM
INVIEW VIDEO (640x480).....	\$25 CPM
REVEAL (1920x350 / 800x250).....	\$35 CPM
REVEAL WITH VIDEO	\$40 CPM
BILLBOARD (970x250).....	\$14 CPM
IAB UNITS.....	\$14 CPM
NATIVE AD UNITS.....	\$15 CPM

Targeting available including geo and intent.
Subject to availability.

CAPTIVES.COM INVENTORY

VIDEO PREROLL	\$30 CPM
VIDEO DISPLAY	\$30 CPM
INVIEW VIDEO (640x480).....	\$25 CPM
REVEAL (1920x350 / 800x250).....	\$35 CPM
REVEAL WITH VIDEO	\$40 CPM
BILLBOARD (970x250).....	\$30 CPM
NATIVE AD UNITS.....	\$15 CPM
IAB UNITS.....	\$14 CPM



AD MESSENGER

AD MESSENGER 50	\$500
50,000 320x50 (Text/Logo)	
AD MESSENGER 100.....	\$1000
100,000 320x50 (Text/Logo)	
AD MESSENGER 250.....	\$2000
250,000 320x50 (Text/Logo)	

All campaigns includes geo-targeted campaign to minimum 5 zip codes. Custom programs can be developed for clients interested in higher impression levels.

EMAIL NEWSLETTERS

WSJ - Top Daily & Breaking News (100K)	\$1,650
WSJ - Entertainment/Movies/Food (15K)	\$500
WSJ - Badger Beat (10.5K)	\$450
WSJ - PrepZone (6K)	\$350
WSJ - Business Briefing (3K)	\$350
WSJ - Local Offers (25K)	\$199
MAD - Weather Daily & Alerts (5.5K).....	\$500

**SOV - Share of Voice (50% of total ad impressions)*

Custom programs available for commitments spanning 3 months.



SOCIAL MEDIA SPONSORED POST RATES



MADISON.COM

THE CAP TIMES



Facebook

	1-3x	4-8x*	9x+*
Post/Event Share	\$500	\$435	\$395
Facebook Live	\$750	\$695	\$625

* With commitments of 4 or more, a 1/8 page color display ad in "Taste of the Times" or ROP in the Cap Times print edition to correspond with the post.

Prices subject to change.

facebook sponsored content



Wisconsin State Journal
53.5K followers
3.6K avg. impressions/post

Madison.com
31.7K followers
1K avg. impressions/post

The Cap Times
26.8K followers
2.5K avg. impressions/post



Instagram

Post in the Feed..... \$500
Can include up to 10 images
Could be a giveaway/contest

Story Feature..... \$300
Can include 1-5 slides with clickable URL

Live or Pre-recorded Video .. \$500-\$700
Up to 10 minutes in length

Reels..... \$1,000

Prices subject to change.

instagram sponsored content



Wisconsin State Journal
37.4K followers
74.1K monthly impressions

Madison.com
18.3K followers
14.6K monthly impressions

The Cap Times
11.7K followers
155.9K monthly impressions



BRANDED CONTENT DRIVES RESULTS

84%

84% of consumers expect brands to create content; consumers want content from brands.

78%

78% of consumers believe that companies providing custom content want to build long-term relationships.

62%

Content marketing can cost up to 62% LESS THAN TRADITIONAL MARKETING

300%

A viable content strategy can grow site visits by 300%.

Source: <https://neilpatel.com/blog/38-content-marketing-stats-that-every-marketer-needs-to-know/>
<https://contentmarketinginstitute.com/2016/08/content-marketing-stats/>
<https://searchengineland.com/seo-content-strategy-grow-visits-300-one-year-282934>

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STUDIOS

PACKAGE A: \$1,500

- One branded content piece
- One paid social post on our Facebook page

PACKAGE B: \$2,250

- One branded content piece
- One paid social post on our Facebook page
- 75,000 native impressions

PACKAGE C: \$3,500

- Two branded content pieces
- 50,000 native impressions (distributed per piece)
- Two paid social posts (featuring each piece of content) on our Facebook page

PACKAGE D: \$7,500

- Three branded content pieces
- 100,000 native impressions (distributed per piece)
- Three paid social posts (featuring each piece of content) on our Facebook page
- 50,000 Targeted Email sends (utilizing Amplified's network)

All packages include: Branded content piece(s) (listicle or article, 500 words or fewer with a single round of revisions) which will publish on the local publisher website.

The campaign distribution plan includes: Native impressions on the local publisher site and programmatic impressions utilizing Amplified's network of brand safe sites

AND/OR Paid social post(s) featuring your content on the local publisher's Facebook page

We will work with you to select the ideal target audience for your campaign.

Backlinks and keywords will be included in the piece to positively influence your website's SEO





VIDEO AND AUDIO

Video production, scripting, and editing is not one-size fit all; our levels help clients achieve their specific goals. We will work with you to select the ideal target audience for your campaign and build distribution/marketing plans accordingly. Pricing does not include any distribution.

ON-SITE INTERVIEW-STYLE VIDEO - \$3,500

60-to 90-second video that shares objectives and talking points

GALLERY/SLIDESHOW - \$3,500

Using stock or client photos to "tell" the story; caption copy, e-commerce capabilities, and calls-to-action included

ANIMATED VIDEO - \$6,500

60-to 90-second animated video to share a story, introduce a campaign, and more

COMPANY PROFILE VIDEO - \$7,500

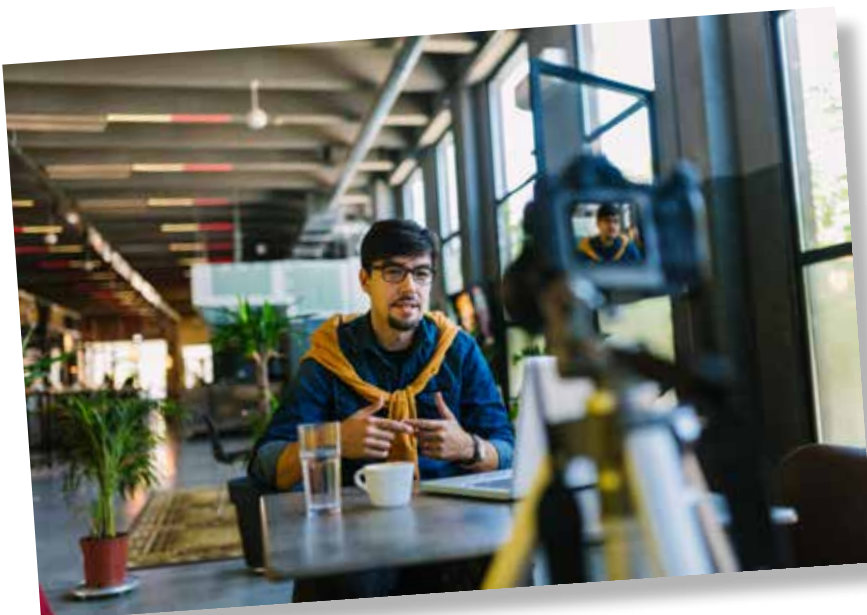
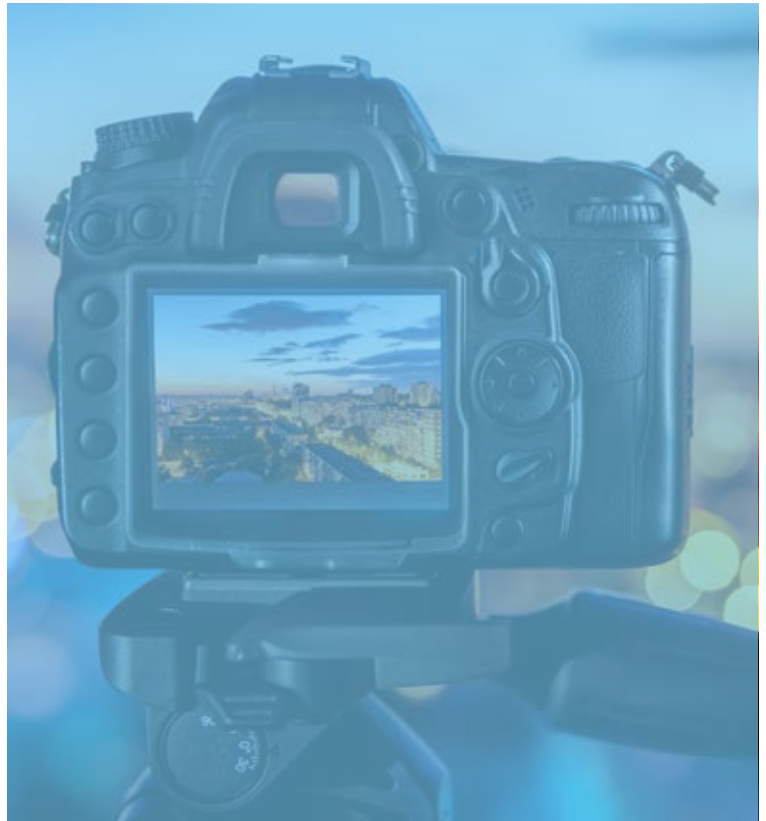
Strengthen connection with consumers with an engaging synopsis of your story

BRANDED SHORTS – CUSTOM QUOTE

Anything outside the realm of what is listed above

PODCAST - \$2,000 PER EPISODE

recommended to record at least three



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STUDIOS

PRINT ADVERTISING Rates & Information

CONTRACTS

LEVEL	BROADSHEET	WSJ	TABLOID	CAP TIMES	COMBO
Open	Full Page	\$8,160	NA		
	Half Page	\$4,080	Full Page	\$595	\$4,675
	Quarter Page	\$2,040	Half Page	\$300	\$2,340
	Eighth Page	\$1,020	Quarter Page	\$155	\$1,175
	1/16 Page	\$510	Eighth Page	\$95	\$605
3X	Full Page	\$6,240	NA		
	Half Page	\$3,120	Full Page	\$595	\$3,345
	Quarter Page	\$1,560	Half Page	\$300	\$1,675
	Eighth Page	\$780	Quarter Page	\$155	\$845
	1/16 Page	\$390	Eighth Page	\$95	\$440
6X	Full Page	\$6,000	NA		
	Half Page	\$3,000	Full Page	\$595	\$3,235
	Quarter Page	\$1,500	Half Page	\$300	\$1,620
	Eighth Page	\$750	Quarter Page	\$155	\$815
	1/16 Page	\$375	Eighth Page	\$95	\$425
12X	Full Page	\$5,760	NA		
	Half Page	\$2,880	Full Page	\$595	\$3,130
	Quarter Page	\$1,440	Half Page	\$300	\$1,565
	Eighth Page	\$720	Quarter Page	\$155	\$790
	1/16 Page	\$360	Eighth Page	\$95	\$455
24X	Full Page	\$5,400	NA		
	Half Page	\$2,700	Full Page	\$595	\$2,965
	Quarter Page	\$1,350	Half Page	\$300	\$1,485
	Eighth Page	\$675	Quarter Page	\$155	\$750
	1/16 Page	\$340	Eighth Page	\$95	\$390
48X	Full Page	\$5,160	NA		
	Half Page	\$2,580	Full Page	\$595	\$2,860
	Quarter Page	\$1,290	Half Page	\$300	\$1,430
	Eighth Page	\$645	Quarter Page	\$155	\$720
	1/16 Page	\$325	Eighth Page	\$95	\$380
72X	Full Page	\$4,440	NA		
	Half Page	\$2,220	Full Page	\$595	\$2,535
	Quarter Page	\$1,110	Half Page	\$300	\$1,270
	Eighth Page	\$555	Quarter Page	\$155	\$640
	1/16 Page	\$280	Eighth Page	\$95	\$340



Notice of cancellation of advertisement with any Madison Media Partners publication after the space and copy deadline has passed will result in a 40% penalty of the cost of the advertisement to be paid by the advertiser.

Creative service charges may apply to all ads designed by our designers. All rates listed above are per ad.

*Insertion into multiple products counts towards achieving contracted frequency level.

PRINT ADVERTISING Rates & Information

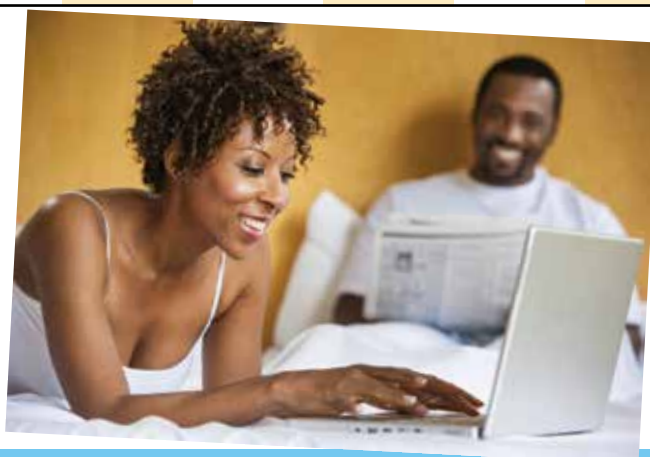
	2 x 2.4"	2 x 4.9" 1/16 pg	3 x 4.9" 1/8 pg HZ	2 x 7.4" 1/8 pg VT	3 x 10" 1/4 page VT	6 x 4.9" 1/4 page HZ	3 x 20.9" 1/2 page VT	6 x 10" 1/2 page HZ	6 x 20.9" Full Page
DAILY PUBLICATIONS Tuesday - Thursday - Saturday (3 Day Rate Includes Full Color)									
Baraboo News Republic	\$150	\$265	\$385	\$385	\$680	\$680	\$1,250	\$1,250	\$2,550
Portage Daily Register									
Daily Citizen	\$125	\$210	\$300	\$300	\$515	\$515	\$950	\$950	\$1,950
IAB impressions included	5,000	5,000	15,000	15,000	20,000	20,000	25,000	25,000	50,000
Pickup	\$54	\$90	\$126	\$126	\$215	\$215	\$395	\$395	\$785
DAILY PUBLICATIONS E-EDITION ONLY Monday - Wednesday - Friday - Sunday									
Baraboo News Republic								\$215	\$450
Portage Daily Register									
Daily Citizen								\$215	\$450
IAB impressions included								10,000	25,000
BADGERLAND VALUES									
Dane (Wed)	\$92	\$190	\$294	\$294	\$561	\$572	\$1145	\$1145	\$2,350
Sauk (Wed) - BNR/PDR or WDE	\$130	\$235	\$330	\$330	\$565	\$565	\$1020	\$1020	\$1,980
Columbia (Wed) - PDR/BNR	\$130	\$235	\$330	\$330	\$565	\$565	\$1020	\$1020	\$1,980
Juneau (Wed) - JCST	\$130	\$185	\$330	\$330	\$565	\$565	\$1020	\$1020	\$1,980
Dodge (Sat) - BDC	\$130	\$245	\$370	\$370	\$635	\$635	\$1,150	\$1,150	\$2,250
IAB impressions included	5,000	5,000	15,000	15,000	20,000	20,000	25,000	25,000	50,000
Pickup	\$60	\$100	\$130	\$130	\$215	\$245	\$450	\$450	\$900
WEEKLY PUBLICATIONS Wednesday									
The Cap Times	\$130	\$150	\$225	\$225	\$425	\$425	N/A	\$750	N/A
Pickup	\$120	\$95	\$155	\$155	\$300	\$300	N/A	\$595	N/A
WEEKLY PUBLICATIONS Monday									
Shopping Reminder (BDC)	\$105	\$185	\$270	\$270	\$450	\$450	\$805	\$805	\$1,590
IAB impressions included	5,000	5,000	15,000	15,000	20,000	20,000	25,000	25,000	50,000
Pickup	\$60	\$100	\$130	\$130	\$215	\$245	\$450	\$450	\$900
WEEKLY PUBLICATIONS Thursday									
Juneau County Star Times	\$85	\$140	\$199	\$199	\$325	\$325	\$570	\$570	\$1,115
Wisconsin Dells Events	\$85	\$140	\$199	\$199	\$325	\$325	\$570	\$570	\$1,115
IAB impressions included	5,000	5,000	15,000	15,000	20,000	20,000	25,000	25,000	50,000
Pickup	\$50	\$80	\$130	\$130	\$215	\$245	\$450	\$450	\$900

All rates are black and white and include creative charges

COLOR RATES: 10% Color Charge

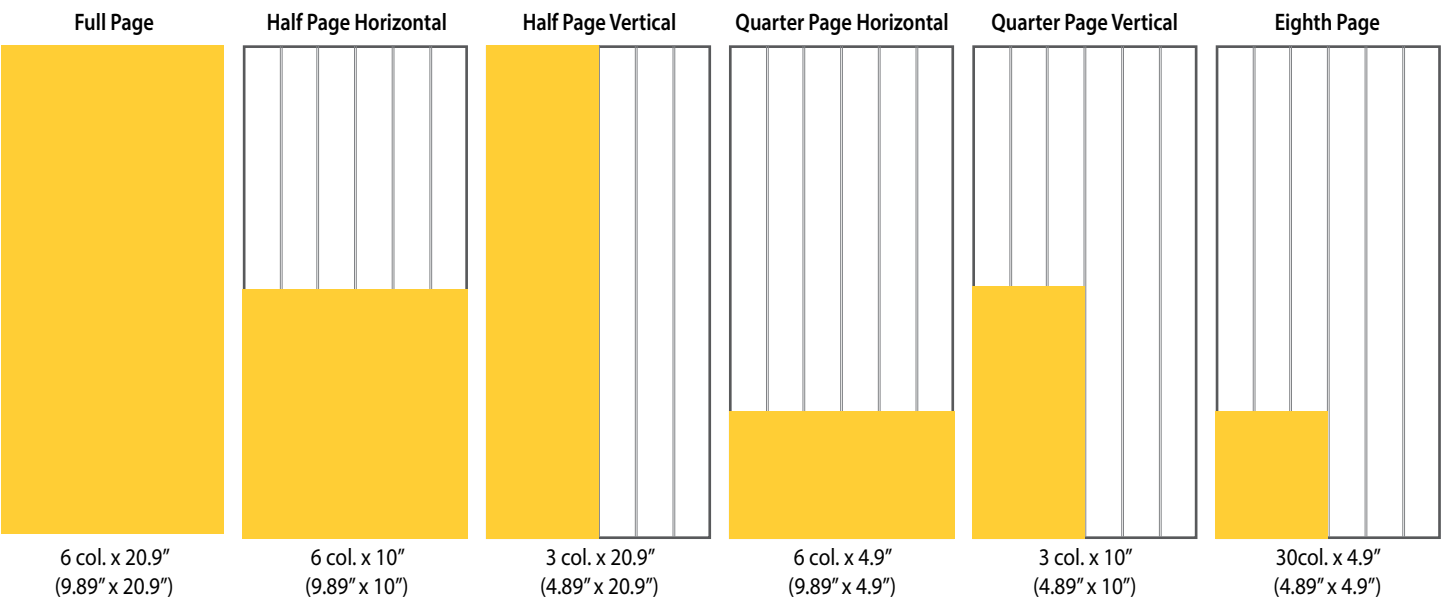
CREATIVE CHARGES: \$20

Not applied to pickups.

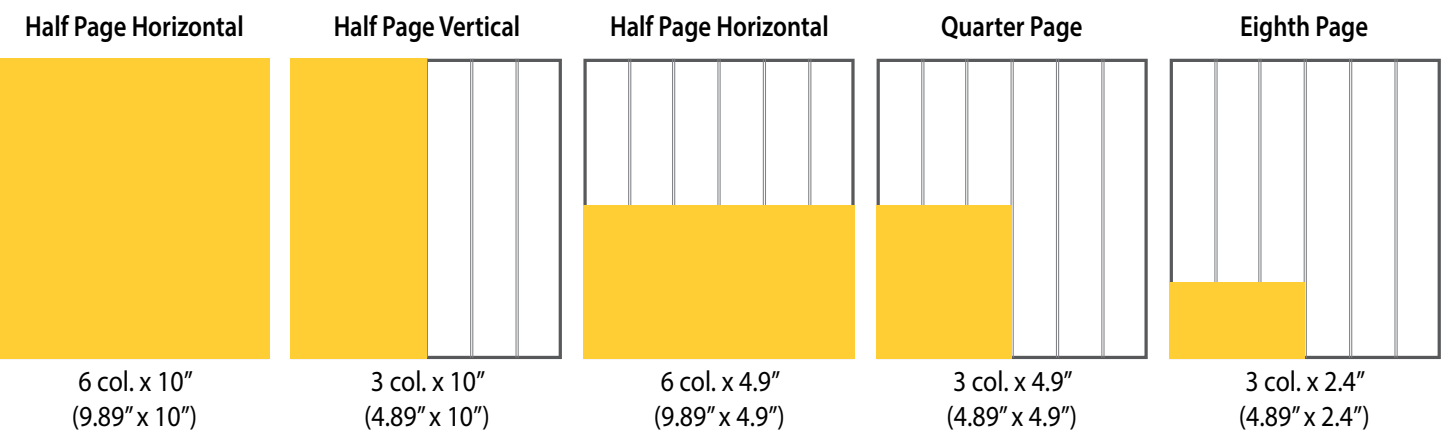


ADVERTISING Sizes & Information

BROADSHEET



TABLOID



COLUMN SIZES

Column Width Inches

1 column.....	1.56"
2 column.....	3.23"
3 column.....	4.89"
4 column.....	6.56"
5 column.....	8.23"
6 column.....	9.89"

Full page height (broadsheet): 20.9"
 Full page height (tabloid): 10"
 Doubletruck Width.....20.88"





INSERTS

An efficient and cost-effective way for advertisers to reach consumers.
Distributed in a target area. Almost every household, including
Wisconsin State Journal subscribers and non-subscribers.

PRINT & DELIVER INSERTS Wednesday

STANDARD 8.5" x 11"

Image Size 8"x10.5" / 60# Gloss

SUPER-SIZED 10" X 11"

Image Size 9.5"x10.5" / 60# Gloss

Call for
current
rates

DANE COUNTY CUSTOMIZED ZONING*

(*MINIMUM 15,000)

WSJ / Badgerland Values Dane County (02/23)

Town	Zip	WED WSJ	BLV Dane	Total
Madison	53703	578	13,572	14,150
Madison	53704	1,673	16,057	17,730
Madison	53705	1,235	8,352	9,587
Madison	53726	157	770	927
Madison	53711	2,091	20,429	22,520
Madison	53713	364	6,569	6,933
Madison	53714	611	5,968	6,579
Madison	53715	301	1,684	1,985
Madison	53716	1,080	6,487	7,567
Madison	53717	777	3,589	4,366
Madison	53718	643	6,909	7,552
Madison	53719	794	11,539	12,333
Cottage Grove	53527	533	3,960	4,493
Middleton	53562	1,280	10,197	11,477
Verona	53593	889	11,831	12,720
Dane	53529	96	645	741
Waunakee	53597	948	6,285	7,233
Total		14,050	134,843	148,893

Wisconsin State Journal Only (02/23)

Town	Zip	WED WSJ
Blue Mounds	53517	79
Mount Horeb	53572	440
Black Earth	53515	131
Cross Plains	53528	286
Mazomanie	53560	121
Belleville	53508	320
Brooklyn	53521	115
Oregon	53575	647
Cambridge	53523	188
Deerfield	53531	174
Deforest	53532	628
Windsor	53598	117
Marshall	53559	189
Waterloo	53594	104
Mc Farland	53558	513
Stoughton	53589	837
Sun Prairie	53590	1,232
Total		6,121

PRE-PRINTED INSERTION ONLY

	CPM	Weight Limit
Single Sheet	\$50.00	.21 oz
2 BS/4 Tab	\$60.00	.33 oz
4 BS/8 Tab	\$70.00	.62 oz
6 BS/12 Tab	\$85.00	.98 oz
8 BS/16 Tab	\$95.00	1.3 oz
10 BS/20 Tab	\$105.00	1.63 oz
12 BS/24 Tab	\$120.00	1.95 oz
14 BS/28 Tab	\$130.00	2.28 oz
16 BS/32 Tab	\$145.00	2.60 oz
18 BS/36 Tab	\$155.00	2.93 oz
20 BS/40 Tab	\$170.00	3.25 oz
Minimum 10,000 Pieces		





SPADEA / WRAP ADVERTISING

Wrap up the Wisconsin State Journal! Your advertising will be the first thing readers see when they pick up the paper.

AD SIZE

2 Page Spadea (2) 4.5"x20.9" & (1) 9.89"x20.9"
 3 Page Spadea (2) 4.5"x20.9" & (2) 9.89"x20.9"
 4 Page Wrap..... (4) 9.89"x20.9"

PUBLISHED

Daily

DISTRIBUTION

Wisconsin State Journal

RATE

Sunday / Wednesday - 4 Page Wrap				
Open	13X	26X	52X	
\$10,000	\$11,250	\$10,750	\$10,250	
Sunday / Wednesday - 3 Page Spadea				
Open	13 Weeks	26 Weeks	52 weeks	
\$9,000	\$8,550	\$8,100	\$7,650	
Sunday Inside Spadea - \$3,000				
Sunday / Wednesday - 2 Page Spadea				
Open	13 Weeks	26 Weeks	52 weeks	
\$6,000	\$5,700	\$5,400	\$4,950	
Sunday Inside Spadea - \$2,000				
Monday / Tuesday / Thursday / Friday / Saturday - 4 Page Wrap				
Open	13 Weeks	26 Weeks	52 weeks	
\$8,000	\$7,000	\$6,000	\$5,000	
Monday / Tuesday / Thursday / Friday / Saturday - 3 Page Spadea				
Open	13 Weeks	26 Weeks	52 weeks	
\$5,500	\$5,225	\$4,950	\$4,675	
Saturday Inside Spadea - \$2,500				
Monday / Tuesday / Thursday / Friday / Saturday - 2 Page Spadea				
Open	13 Weeks	26 Weeks	52 weeks	
\$4,200	\$3,990	\$3,780	\$3,495	
Saturday Inside Spadea - \$1,500				

Full color. Production included.

2 Page Spadea



3 Page Spadea



4 Page Wrap



PREMIUM POSITIONS Rates & Placements



FRONT PAGE (A1)

1x 4x Weekly (3-mo contract)

FIRST IMPRESSION\$859\$659\$559

Ad is placed above the masthead on page A1. Also includes 20,000 high impact digital impressions per ad.

Print: 9.89" wide x 1.5" tall • Digital: 1920x350 / 800x250

MAIN FRONT PAGE STRIP.....\$759\$559\$459

Ad is placed at the bottom of page A1. Also includes 20,000 high impact digital impressions per ad.

Print: 9.89" wide x 2" tall Digital: 1920x350 / 800x250

STICKY NOTE: Talk to your Account Executive about options.

Includes print & insertion. 3" wide x 3"



SECTION FRONTS

Ad is placed at the bottom of your choice of section front. Exclusive placement! No other ads will appear near yours. Also includes 10,000 high impact digital impressions!

		1x	4x	Weekly (3-mo contract)
Sports	9.89" x 3"	\$559	\$359	\$259
Business (Sat/Sun)	9.89" x 3"	\$559	\$359	\$259
Real Estate (Sun)	9.89" x 5.5"	\$759	\$559	\$459
Local & State (Sun)	9.89" x 3"	\$559	\$359	\$259
Sunday Best	9.89" x 3"	\$559	\$359	\$259
Sunday Better	9.89" x 5.5"	\$759	\$559	\$459
Wednesday Taste	9.89" x 3"	\$559	\$359	\$259

RECRUITMENT

EMPLOYMENT RATES BY PUBLICATION

Badgerland Values – Columbia	\$12/pci
Badgerland Values – Dane	\$12/pci
Badgerland Values – Dodge	\$12/pci
Badgerland Values – Juneau	\$12/pci
Badgerland Values – Sauk	\$12/pci
Baraboo News Republic	\$6/pci
Cap Times	\$15/pci
Daily Citizen.....	\$6/pci
Juneau County Star Times	\$6/pci
Portage Daily Register.....	\$6/pci
Shopping Reminder	\$12/pci
Wisconsin Dells Events	\$6/pci
Wisconsin State Journal	\$20/pci
<i>With 50% discount off additional days in same 7 day week.</i>	



CWN EMPLOYMENT PACKAGE \$15/TOTAL PCI

BREAKOUT BY PRODUCT

Badgerland Values – Columbia	\$3.00/pci
Badgerland Values – Dodge	\$3.00/pci
Badgerland Values – Juneau	\$3.00/pci
Badgerland Values – Sauk.....	\$3.00/pci
Baraboo News Republic	\$1.50/pci
Portage Daily Register	\$1.50/pci
Juneau County Star Times	\$1.50/pci
Wisconsin Dells Events	\$1.50/pci

Please talk to a recruitment expert on all the additional options for your recruitment needs, including digital, social and niche sites.





EVENTS AND SPECIAL EDITIONS

Our specialty publications and events connect with readers and members of the community who are interested in a specific topic, interest, or category. Connect directly with readers who are reading content related to your business or service, or talk directly with customers at one of our events.

JANUARY

Obituary Tribute

FEBRUARY

Executive Breakfast **(Event)**

K-12 Planner

Book of Business

Cap Times Live **(Event)**

MARCH

Obituary Tribute

Top Workplaces **(Event)**

APRIL

Executive Breakfast **(Event)**

MAY

Nurses, Heart of Healthcare **(Event)**

People's Choice Nomination Guide

Obituary Tribute

Fueling Discovery

JULY

Obituary Tribute

AUGUST

Executive Breakfast **(Event)**

Badger Football Preview

SEPTEMBER

People's Choice Winners Guide

Pro Football Online Contest

Cap Times Idea Fest **(Event)**

Obituary Tribute

OCTOBER

Executive Breakfast **(Event)**

NOVEMBER

Obituary Tribute

DECEMBER

Holiday Worship



GENERAL ADVERTISING INFORMATION

Political Rates

(Mon-Sat) \$40.87

(Sun) \$56.10

Political/advocacy advertising must state name of individual or group placing the ad and be pre-paid by space reservation deadline.

Charitable Rates

(Mon-Sat) \$31.35

(Sun) \$45.57

Thanksgiving Day edition is rated at Sunday rates.

Preferred Positioning

Page +25%

Section +15%

ROP Size: Two Facing Pages

Ads may be faced together when layout conditions permit, when each ad is four, five or six columns wide and total space exceeds 125.4".

Advertising Sizes

All ROP ads in excess of 18" in depth will be set and billed at 20.9 inches. Ads smaller than minimum depth for column width will be accepted when possible and will be charged at the minimum depth for column width. Double trucks will be billed for the two pages of space occupied, plus a full 20.9 inches for the center column (gutter).

Advertising Deadlines

Wisconsin State Journal Daily Newspaper Deadlines

Day (Publication)	Space/Copy Deadline
Monday	Thursday 5 pm
Tuesday	Friday 5 pm
Wednesday	Friday 5 pm
Thursday	Monday 5 pm
Friday	Tuesday 5 pm
Saturday	Wednesday 5 pm
Sunday	Wednesday 5 pm
Sunday (Class Advance)	Thursday 4:30 pm
Sunday Best	Wednesday Noon

South Central Wisconsin Newspaper Deadlines

Day (Publication)	Space/Copy Deadline
Tuesday	Friday 11 am
Thursday	Tuesday 11 am
Saturday	Thursday 11 am

Weekly & Badgerland Values Deadlines

The Cap Times (Wednesday)	Thursday 5 pm
Juneau Co. Star-Times (Thursday)	Friday 5 pm
Wisconsin Dells Events (Thursday)	Friday 5 pm
Badgerland Values Dane (Wednesday)	Wednesday 5 pm
Badgerland Values Columbia (Wednesday)	Wednesday 5 pm
Badgerland Values Sauk (Wednesday)	Wednesday 5 pm
Badgerland Values Juneau (Wednesday)	Wednesday 5 pm
Badgerland Values Dodge (Monday)	Wednesday 12 pm
Shopping Reminder (Monday)	Wednesday 12 pm
Advance Jackets (Wed. & Thurs.)	Wed. 5 pm (7-8 days prior)

Advertising Elements

Customer-furnished, black & white camera-ready halftone material should be 85-line or 100-line screen (65-line material accepted but not recommended). Halftones should not have less than a 3% highlight positive print dot, 35% middle-tone positive print dot, and no more than 85% positive print shadow dot. Camera-ready material must be smooth-matte-finish black & white.

Reservations for color advertisements

For color advertisements that require scanning, ad layout and copy should be submitted 24 hours in advance of normal deadlines. Publication of color ads may be restricted by press capacity.

Late Reservations/Cancellations

Advertisements canceled after cancellation deadline will be billed at 100% of ad cost. Late reservations will be accepted on a space-available basis, subject to a 25% surcharge.

Advertising Dispatch

Minimum size for proof copies and tear sheets is 15 inches. Proofs also available by fax or e-mail. For further dispatch information, please contact your Madison Media Partners advertising sales consultant or call 608-252-6200.

Proofs will be furnished only for advertisements with complete copy and layouts received by deadline. When production-ready layout services are required, advance deadline 24 hours.

Advertising will be considered approved if corrections are not received by 11 a.m. on the day prior to publication. Sunday and Monday corrections are due by noon on Friday.

For advertisements that require layout, typesetting or scanning, advance normal deadlines 24 hours. Reservation for space and color should be made at least five days prior to publication date.

If ads are produced by Wisconsin State Journal, creative service charges apply.

PAYMENT & LIABILITY

Commissions

All local display and classified rates are net non-commissionable unless otherwise indicated.

Payment Terms

Payment for advertising (other than cash in advance) is due on the 25th of the month following services with credit approval. If not paid by the 25th of the month following service, balance will be subject to a 1% per month (12% per annum) service charge, the contract may be regarded as void, and the non-contract earned rate may be applied against all advertising used during the life of the contract. Unpaid past balance on any account may result in cancellation of pending advertising.

Credit

All advertisements are subject to credit approval prior to publication deadlines unless advertising is prepaid before reservation deadline.

Liability

The liability regulations described herein apply to all Madison Media Partners advertising. The Publisher may refuse any advertising deemed unacceptable.

Madison Media Partners accepts responsibility for publishing each ad correctly, as determined by original copy and if submitted on or before deadline. Madison Media Partners will not accept liability for changes in copy after advertising has been proofed. In the event of an error, liability of Madison Media Partners is limited to a correction, if requested, or credit only for the actual space occupied by the incorrect item. All advertising is accepted on an ROP (run of paper) basis unless preferred position is purchased. Claims for adjustment must be made within 24 hours of first day of publication. All rates are firm, in compliance with government regulations, and not subject to rebates. Madison Media Partners cannot be liable for advertisements not run or be responsible for content of advertisements.

Advertising orders directing insertion of advertisements in specific positions or designated page "or omit" will not be accepted. Position of advertisements is not guaranteed. Publisher will attempt to meet customer requests but will make no adjustments, re-runs, or refunds because of advertising position.

No ads will be placed in an upside-down position. Advertising that resembles news or editorial content must be set in a sans-serif typeface, be bordered by a minimum 1-point border and have the word "ADVERTISEMENT" in 10-point type across the top of the ad.

By advertising with Madison Media Partners and its publications, advertiser agrees to all advertising terms and conditions as set forth by Madison Media Partners. For further details about or explanations of all Madison Media Partners advertising terms and conditions, contact your Madison Media Partners advertising sales consultant or visit www.madison-mediapartners.com.

Coupon Backing

Only advertisements containing a coupon (when backed by another coupon) will be considered for adjustment. Position requests of "no coupon-backing" or backing with specific categories of advertising units will not be held valid for credit or make-good purposes. In the event of lost checking copies or other claims, payment must be made. Claims for adjustment will be handled promptly; however, claims made 30 days after publication or service will not be considered.



CONTACTS

Advertising Information

Phone: (608) 252-6200

Fax: (608) 252-6333

MADISON

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Madison, WI 53713

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