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# MEDIA KIT 2004

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# CURB

FOR WISCONSIN'S DRIVEN YOUNG PROFESSIONALS

Dear Advertiser,

Welcome to *CURB*, the magazine for Wisconsin's driven young professionals. Now in its third year, the publication has covered a variety of topics, from illegal music downloads to gay marriage to environmental issues. This year, the staff of *CURB* is committed to bringing you the same tough, exciting and fun news, but with a different twist.

This year's magazine promises to bring the same level of dedication and attention to the issues facing the state, all while appealing to a younger crowd than in the past. Wisconsin has long been plagued by "brain drain," and although one magazine cannot stop the epidemic, our goal is to make those young professionals who have chosen to stay in the state glad they did so. By exploring Wisconsin's communities, businesses, philanthropies and leisure activities, we hope to show the younger residents of Wisconsin exactly what the state has to offer them.

*CURB* is staffed by an energetic group of college seniors who were selected to work for the magazine based on their talents, integrity and interest in magazines. Throughout the semester, the twenty-person staff works together to define a reader profile, craft an editorial mission and bring their combination of marketing, artistic and editorial talents not only to a high-quality magazine but the Internet as well. Both in print and online, *CURB* promises to challenge readers to learn more about every niche of the state, while also focusing on statewide issues.

Our mission is two-fold: to deliver a greater appreciation of the state to Wisconsin's young professionals, and to challenge the staff to appreciate the teamwork it takes to produce a magazine. *CURB* 2004 is much more than a student publication; it's a roadmap for an exciting, successful life in Wisconsin. We hope you agree.

Sincerely,

Kate Hogan  
Editor-In-Chief



## Reader Profile

- ◆ Age: 22-30
- ◆ Personality: career focused, proactive, involved, informed, influential, agenda setter, opinion leader
- ◆ Ideal Audience: driven young professionals, entrepreneurs, academics, executives, educators, doctors, lawyers and activists, with disposable income and leisure time, loyal to Wisconsin and local community
- ◆ Distribution: Community leaders, executives, entrepreneurs, prominent healthcare, academic, business, and government officials, UW alumni

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## CURB Facts

**Who:** A team of 20 undergraduate Journalism students at UW-Madison. Although the staff changes each year, the philosophy and purpose of the magazine remains intact.

**What:** They write, edit, design and market *CURB*, targeting young driven professionals in the state of Wisconsin.

**Where:** Distributed throughout the state of Wisconsin and available online at [www.journalism.wisc.edu/curb](http://www.journalism.wisc.edu/curb). The online version contains similar content to the print version and provides multimedia.

**When:** Published every Fall.

**Why:** Originating over a hundred years ago, “the Wisconsin idea” is a tradition of service that encourages the University to look beyond campus boundaries and provide something to Wisconsin as a whole. *CURB* investigates the issues facing the state, profiles the people affected, and finds places that provide respite.

**How:** Through investigative stories on social, political, and environmental issues Wisconsinites face, as well as in-depth stories on how to get involved in recreational, humanitarian, and artistic endeavors.

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When most people look at a curb, they see an obstacle; a barrier that prevents them from moving further.

Not us.

Instead, we see an opportunity to step up and experience all that rests beyond that curb, and we believe you will too. The state of Wisconsin offers a wealth of resources to its young professionals from leisurely activities to growing businesses. We want to make sure you recognize every opportunity available to enhance your life here.

Both in print and on the Internet, we will provide stories that include you in the affairs of Wisconsin – stories about people just like you. By focusing on outstanding individuals, businesses and events in the state, we will demonstrate how to work hard and play hard, all while proving to you that Wisconsin is a state worth staying in after college graduation.

Through our cutting-edge design and informative copy, we will appeal to young sophisticates who are just establishing their lives in Wisconsin. And while they may not know exactly what their futures will bring just yet, with the help of our magazine, they will be sure they made the right choice by settling in Wisconsin. As a state, we are more exciting, influential and up-and-coming than we have ever been, and *CURB* will be sure to make that known.



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## Advertising Rates

Back Page Cover:	\$450
Inside Cover:	\$400
Inside Back Page:	\$350
Full Page:	\$250
1/2 page:	\$150
1/3 page:	\$100
1/6 page:	\$75

These rates are effective fall 2004.

## Production Calendar

**November 4, 2004:** Pieces and parts due for ads produced in-house

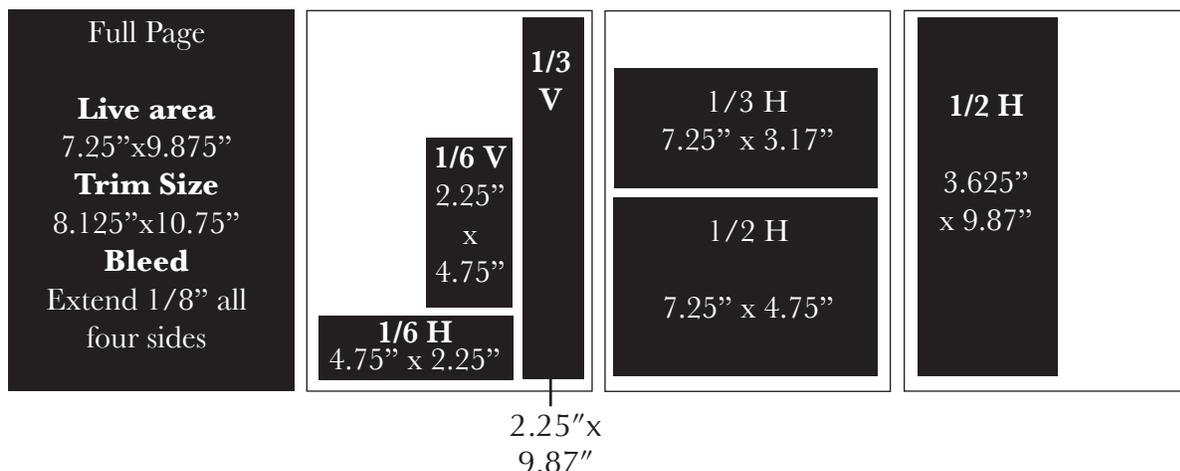
**November 5, 2004:** Ad space deadline

**November 12, 2004:** All pre-produced ads due

**November 16, 2004:** Ad proofs and contracts due and invoices sent

**November 23, 2004:** Magazine goes to press

## Ad Dimensions





## Advertising Policies

All advertising is subject to *CURB*'s Advertising Policies and Terms and 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.

- ◆ *CURB* accepts responsibility for publishing each ad correctly as determined by the original copy provided the ad is submitted on or before the set deadline. *CURB* will not accept liability for changes in copy after the advertisement has been proofed and approved by the advertiser.
- ◆ *CURB* will not be held responsible for typographical errors except to cancel charges for such a portion of the advertisement as may have been rendered valueless by such error.
- ◆ Advertising simulating news may not be set in the exact body type, and must carry the word "Advertisement" somewhere on the page.
- ◆ All original advertising design and graphics remain the property of *CURB*, unless otherwise purchased or traded for other value.
- ◆ A 5% discount will be applied to all accounts prepaid with cash or check.
- ◆ The purchase of an advertisement includes a complimentary Web advertisement of proportional size.
- ◆ All advertising canceled after deadline will be billed 100% of the space cost.
- ◆ All payment is due December 1, 2004.
- ◆ Interest shall accrue at a rate of 2% per week for all accounts past due.
- ◆ A late charge of \$10 per day will accrue for ads or materials received after the Production Deadline (for those *CURB* produces) or Ad Deadline (for those produced in-house).
- ◆ Guaranteed placements will incur a 10% additional charge, excepting back cover, back inside cover and inside front cover.
- ◆ There will be no adjacent placement of advertisements in direct relation to the affected story.
- ◆ Ad trades and discounts are subject to the discretion of the Marketing Director.
- ◆ The Marketing Director reserves the right to refuse any advertisement and to modify or reject any advertisement in the case of libel or poor taste.

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## Ad Specifications

- ◆ *CURB* Magazine will gladly design any ad free of charge. Advertiser must have a contract signed and pieces and parts submitted by the Production Deadline (November 4, 2004).
- ◆ All ads and all ad pieces and parts must be submitted electronically via email or on a CD or Zip disk.
- ◆ We accept files in the following formats: TIFF, EPS, InDesign document.
- ◆ All advertisers will receive a proof of their ad along with a copy of their contract by November 16, 2004.
- ◆ Once confirmation, verbal or written, is received from the advertiser regarding the proof that confirmation is binding.