

MEDIA KIT

UW FOOTBALL

GREEN BAY PACKERS

MILWAUKEE BREWERS

MILWAUKEE BUCKS

GOLF

UW BASKETBALL

UW HOCKEY

SPORTS TRIVIA

OUTDOORS

MADISON MALLARDS

FANTASY SPORTS

RACING

**Your Weekly Source
For Wisconsin Sports**

Who reads about sports?

GENDER

Male	65%
Female	35%

FAMILY STATUS

Married	59%
Single	41%

AGE

0-34	30%
35-55	42%
56-64	17%
65+	11%

EDUCATION

College/Advance Degree	42%
Some College	31%
High School Degree	20%
Some High School/Less	7%

INCOME

\$100,000 +	11%
\$50,000 - \$99,999	40%
\$25,000 - \$49,999	41%
Under \$25,000	8%

OCCUPATION

Proprietors/Managers	19%
Professional/Technical	35%
Blue Collar	21%
Other	25%

HOME OWNERSHIP

Own	65%
Rent	35%

INTERNET USAGE

Log On 5+ Times Week	78%
Log On 0-4 Times Week	22%

*The above listed percentages are averages from similar sports publications publication (Sports Illustrated, ESPN The Magazine, The Sporting News, Madison Newspapers, Milwaukee Journal/Sentinel and USA Today Sports Weekly)

Why advertise with Wisconsin Sports Weekly?

- Cost effective marketing with 10,000 copies per week (**.01 per copy**).
- Exclusive sports format enables advertisers to use target marketing.
- Weekly format allows flexibility with your advertising message.
- Built-in promotional value based on major sporting events. (Super Bowl, World Series, ect..)
- Opportunity for coupon distribution.

RATE CARD

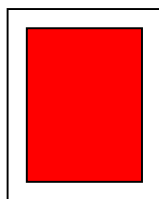
(Effective 3/1/05)

10,000 Copies Per Week

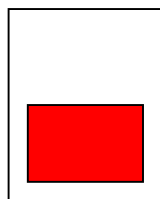
<u>SIZE</u>	<u>FREQUENCY</u>				
	<u>1X</u>	<u>4X</u>	<u>12X</u>	<u>26X</u>	<u>52X</u>
Back Cover – Full Color (10 ¼”w x 11 ¾”d)	275	250	225	200	175
Inside Front or Back Cover Color (10 ¼”w x 11 ¾”d)	225	215	205	195	185
Full Page Color (10 ¼”w x 11 ¾”d)	200	190	180	170	160
Full Page B&W (10 ¼”w x 11 ¾”d)	160	140	130	120	110
Trivia Sponsorship (10 ¼”w x 5 ¾”d) <small>(Minimum \$10 Gift Certificate per week of sponsorship)</small>	----	----	120	110	95
Spotlight Sponsorship (10 ¼”w x 5 ¾”d)	----	----	120	110	95
Poll Question w/Website Sponsorship (10 ¼”w x 3”d)	----	----	120	110	95
Half Page (10 ¼”w x 5 ¾”d)	130	120	110	100	90
Third Page (10 ¼”w x 3”d)	110	100	90	80	70
Sixth Page (5”w x 3”d)	85	75	70	65	60
Pre-printed Insertion (Based on Spec. Requirements)	400	380	365	350	300

*Rates listed are agency commissionable.

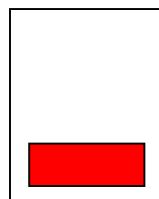
*All advertisements will appear on WSW website wisportsweekly.com.



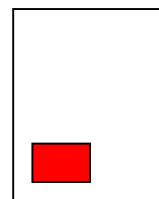
**Covers
&
Full Page**



**Trivia, Spotlight
&
Half Page**



**Poll Question
&
Third Page**



Sixth Page

Advertising Deadlines:

- Wisconsin Sports Weekly’s 10,000 copies are distributed on Thursdays throughout Dane and Rock Counties.
- Advertising space reservations with copy that is output ready or needing production service are do by 12p.m. Friday prior to the publication date.
- No cancellations will be accepted after 12 p.m. Monday for the issue currently in production.

Production Services and Guidelines:

- Wisconsin Sports Weekly offers copy writing, design and layout services to all Wisconsin Sports Weekly advertisers at no additional cost.
- Wisconsin Sports Weekly accepts ads and ad materials on disk or via email: design@wisportsweekly.com
- Preferred file format is an Acrobat PDF, B&W or CMYK, with all fonts embedded. Ads may also be created in QuarkXpress, Photoshop or Illustrator.

Wisconsin Sports Weekly Ticket Window

Wisconsin Sports Weekly advertisers have the opportunity to be Wisconsin Sports Weekly “Ticket Window” sponsors by taking part in special ticket giveaways to sporting events during the year.

Ticket Window Giveaways

**Big Ten Men’s Basketball Tournament
PGA Championship
Indy 500**

**Milwaukee Brewers Home Opener
Madison Mallards Home Opener
Milwaukee Mile Busch**

Ticket Window Sponsorship Includes

- Logo on Wisconsin Sports Weekly Ticket Window sponsorship page during the weeks of the promotion.
- Logo on the wisportsweekly.com Ticket Window web page during the weeks of the promotion.
- Enter to win contest box at your location during the weeks of the promotion.

**Ticket Window sponsorships are available at no charge to advertisers contracted for (52) weeks or advertisers on an individual basis for additional sponsorship fee based on promotion.

wisportsweekly.com

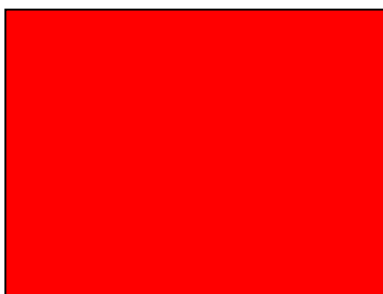
Homepage Sponsorship

Each week's edition of Wisconsin Sports Weekly will be accessible to readers on the internet at wisportsweekly.com.

The website will also offer visitors the opportunity to weigh in on the weekly Poll Question, email Wisconsin Sports Weekly staff writers, buy WSW merchandise, access other sports related links and read previous editions.

Sponsorship Includes

- Full color, 2" x 1.5" hyper-linkable banner ad positioned on the sites homepage.



- Sponsorship listing in wisportsweekly.com advertisement in each weeks Wisconsin Sports Weekly edition.

Rates

	<u>Web Site</u>	<u>w/WSW</u>
(1) Week.....	\$40 per week	\$35 per week
(4) Weeks.....	\$35 per week	\$30 per week
(12) Weeks.....	\$30 per week	\$25 per week
(26) Weeks.....	\$25 per week	\$20 per week
(52) Weeks.....	\$20 per week	\$15 per week

Planning Guide

Issue Date	Campaign	Events
6-Jan		NFL Play-offs Begin
13-Jan		
20-Jan		
27-Jan		
3-Feb		Super Bowl
10-Feb		Valentine's Day
17-Feb		Daytona 500
24-Feb		
3-Mar		
10-Mar		Big 10 Basketball Tournament
17-Mar		NCAA Basketball Tournament/St. Patrick's Day
24-Mar		
31-Mar		NCAA Basketball Final Four/Brewers Opener
7-Apr		Brewer Home Opener /Masters / Hockey Frozen 4
14-Apr		
21-Apr		NBA Play-offs
28-Apr		
5-May		Mother's Day
12-May		
19-May		
26-May		Indy 500/Memorial Day
2-Jun		
9-Jun		
16-Jun		US Open Golf/Father's Day
23-Jun		
30-Jun		4 th of July
7-Jul		
14-Jul		British Open
21-Jul		US Bank Championship
28-Jul		
4-Aug		
11-Aug		
18-Aug		
25-Aug		2005 Football Preview
1-Sep		UW Football Opener
8-Sep		Labor Day
15-Sep		Packers Opener
22-Sept		
29-Sep		
6-Oct		
13-Oct		UW Hockey Season Begins
20-Oct		
27-Oct		Halloween
3-Nov		Bucks Season Begins
10-Nov		
17-Nov		UW Basketball Begins
24-Nov		Thanksgiving
1-Dec		
8-Dec		
15-Dec		
22-Dec		Christmas
29-Dec		New Year's Eve

ADVERTISING CONTRACT

Client: _____
Contact: _____
Address: _____

Phone: _____
Fax: _____
E-mail: _____

Agency: _____
Account Executive: _____
Address: _____

Phone: _____
Fax: _____
E-mail: _____

Run Date(s): _____
Position: _____
Advertisement Size: _____
Number of Weeks: _____
Insertion Rate: _____

_____ Weeks @ \$ _____ = \$ _____

Payment Schedule: _____

The liability regulations described herein apply to all advertising. Wisconsin Sports Weekly (WSW) may refuse any advertising deemed unacceptable. WSW accepts responsibility for publishing each ad correctly, as determined by original copy and if submitted on or before deadline. WSW will not accept liability for changes in copy after advertising has been proofed. In the event of an error, liability of WSW is limited to correction or credit for only the space occupied by the incorrect ad. WSW cannot be liable for advertisements not run or be responsible for content of advertisement.

Signed **Client/Agency** **Date**

ISSUE
6-Jan
13-Jan
20-Jan
27-Jan
3-Feb
10-Feb
17-Feb
24-Feb
3-Mar
10-Mar
17-Mar
24-Mar
31-Mar
7-Apr
14-Apr
21-Apr
28-Apr
5-May
12-May
19-May
26-May
2-Jun
9-Jun
16-Jun
23-Jun
30-Jun
7-Jul
14-Jul
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28-Jul
4-Aug
11-Aug
18-Aug
25-Aug
1-Sep
8-Sep
15-Sep
22-Sept
29-Sep
6-Oct
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