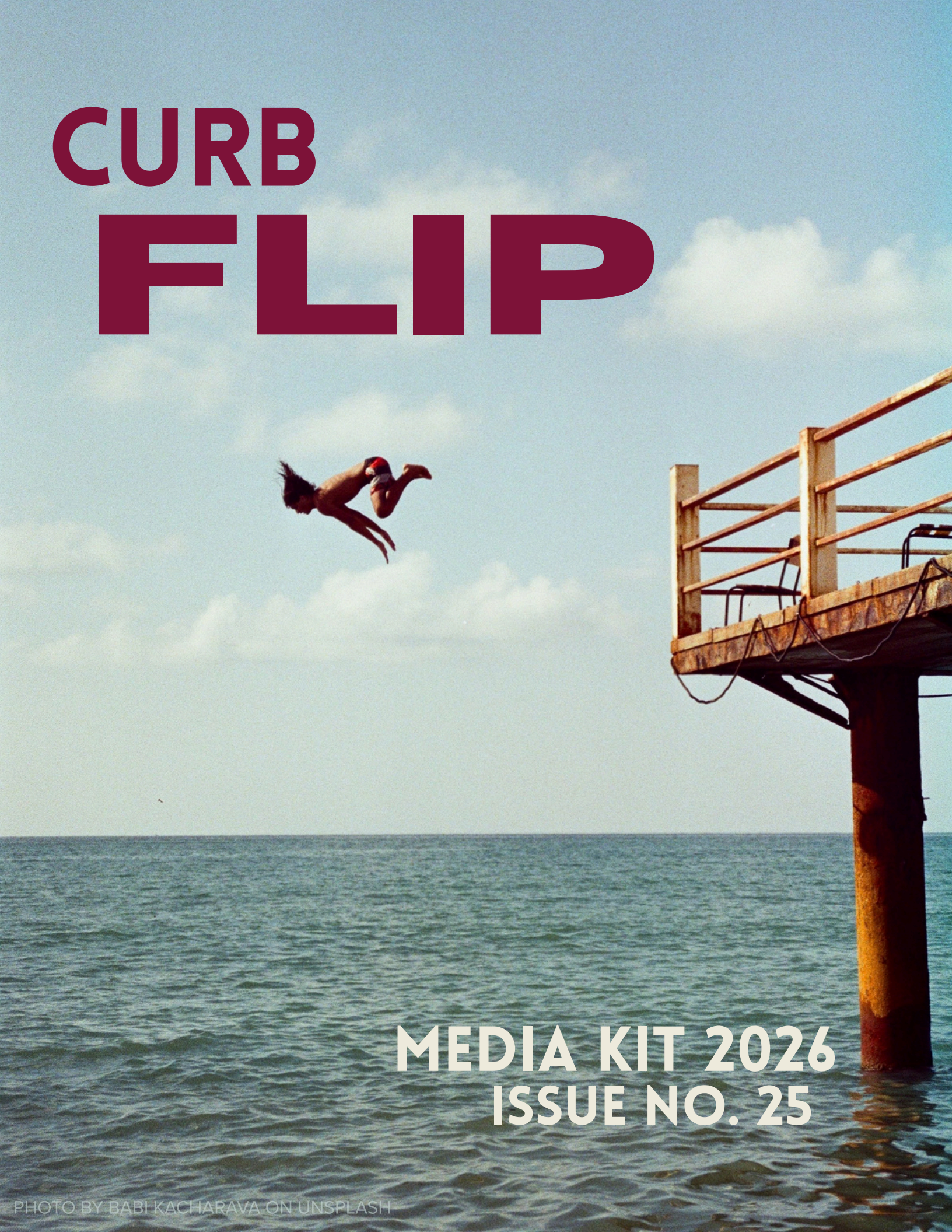
CURB FLIP



MEDIA KIT 2026
ISSUE NO. 25

PHOTO BY BABI KACHARAVA ON UNSPLASH



PHOTO BY CANVA

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PHOTO FROM GETTY IMAGES ON UNSPLASH+

LETTER FROM THE EDITOR

DEAR READERS,

When I travel or meet new people, my favorite conversation starter sounds something like, “Where are you guys from?” I use this to break the ice, but also to learn about something and gain a new perspective. Of course, the optimal way to understand a place is to go there yourself and experience it firsthand; but the next best thing is to talk to locals, those who have been molded and shaped by the place they grew up.

When the conversation inevitably turns to my own background, I give the classic answer: “I’m from Wisconsin. You know, beer, cheese and football.” This often gets a laugh – which I share. But the truth is, there is so much more hidden beneath the surface of this state. To sum up Wisconsin into beer, cheese and football, is to do the history and livelihood of our communities a disservice.

The Wisconsin state quarter falls victim to the same cliché, working to introduce outsiders to our state’s identity with well-known symbols: a cow, a wheel of cheese, an ear of corn, and the state motto, “Forward.” While these icons stand as the overarching archetype of Wisconsin, countless layers of deeper stories wait beneath the surface.

Curb: Flip aspires to look beyond the version of Wisconsin we already know, flip familiar narratives on their head and uncover the many sides of the state. The 2004 Wisconsin state quarter stands as our inspiration; its simple imagery sparked our curiosity and desire to look for more. We begin with those who came before, capture the turning points of the present and land on what lies ahead.

As you read this issue, we hope you leave with a new understanding of the Dairy State. We hope you find a new appreciation for the history and traditions of Wisconsin. We hope you feel a sense of hope for the future of this beautiful state and the incredible people who make it up.

To the stories yet to be told,

HANNAH LINDOW
EDITOR IN CHIEF



PHILOSOPHY PHILOSOPHY PHILOSOPHY



Highlighted on the Wisconsin's state quarter are familiar symbols of its identity: a cow, a wheel of cheese, an ear of corn and the state motto, "Forward." These icons, while rooted in tradition, showcase only a sliver of what makes up Wisconsin.

For its 25th issue, Curb: Flip uses the state coin to look beyond the version of Wisconsin we already know, flipping familiar narratives on their head. One side reflects the people and traditions that shaped Wisconsin, the ridge captures the turning points of the present and the reverse reveals what lies ahead.

PHOTO BY MATHEIU STERN ON UNSPLASH



OVERVIEW

Our audience includes UW–Madison alumni between the ages of 23 and 40. They are proud graduates of the university who value the power of community and support students' efforts toward progress on and off campus. Although from diverse backgrounds, our readers share values aligned with the Wisconsin Idea: the principle that education should influence people's lives beyond the boundaries of the classroom. We will distribute 10,000 copies of Curb: Flip to UW–Madison School of Journalism and Mass Communication alumni living in both Wisconsin and across the country, and reach communities around the state by distributing copies through libraries. We expect our website, curbonline.com, to receive more than 13,000 views from an additional 7,000 readers.

This issue of *Curb* will feature stories about the past, present, future and unique culture of Wisconsin. As the 25th anniversary issue, Curb: Flip explores the 2004 Wisconsin quarter. The 2004 quarter shows the stereotypical and well-known aspects of Wisconsin, but these items are also essential to how the state functions today. Embracing this idea of Wisconsin's history, Curb: Flip provides the opportunity to explore the history and meaning of what makes Wisconsin unique. In the physical sense of flipping a coin, tails represents the state's rich past, the ridge represents successes of the present day, while heads looks toward where Wisconsin is heading.

PHOTO BY ALINSON TORRES ON UNSPLASH







CHOOSING CURB: FLIP

REACH YOUR TARGET AUDIENCE EFFICIENTLY AND EFFECTIVELY

Research shows magazines are a highly successful medium for advertising that appeals to diverse audiences. Magazines retain reach beyond the first reader, with the average magazine being read by over seven people per copy and nearly eight in 10 magazine readers taking some kind of action due to a magazine ad, according to MRI Simmons Starch Advertising Research in the 2025 News/Media Alliance Market Report.

MOTIVATE YOUR CUSTOMERS TO ACT

Compared with users of other media, magazine readers are more likely to facilitate word-of-mouth advertising and influence family and friends to purchase products in various categories, according to MPA Media Factbook.

REACH AN AUDIENCE BEYOND OUR MAILING LIST

Magazines have a high pass-along rate, meaning that several people will read each magazine copy. Additionally, they are one of the most permanent forms of media, so an advertisement in Curb: Flip will continue reaching audiences even after publication.

FEATURE YOUR STORY IN AN AWARD WINNING MAGAZINE!

Curb regularly wins awards for its print and online coverage from the Society of Professional Journalists, the Columbia Scholastic Press Association, the Wisconsin Broadcasters Association and the Milwaukee Press Club. The 2025 edition, Curb: Currents, and the 2022 edition, Curb: Pause, both received the Society of Professional Journalists Mark of Excellence Award for Best Affiliated Website. The 2014 edition, Unearthed, and 2012 edition, Where Identities Intersect, received awards for Best Student Magazine from the Society of Professional Journalists. Curb: Pause and 2018 edition, Curb: Fearless were named SPJ national finalists for Best Student Magazine, the 2019 story “Hold Your Ground” was a SPJ national finalist for Best Nonfiction Story, and “Scenes from Wisconsin’s waters” from Curb: Currents’ Jonás Tijerino was a SPJ national finalist for Best Photo Essay.

PHOTOS BY CAROLINE GUNDERSON AND ORIENTO ON UNSPLASH



PHOTOS BY CAROLINE GUNDERSON ON UNSPLASH

MARKETING REPORT DATA

With magazine audiences characterized as “super influencers” who highly impact the shopping habits of those around them, Curb: Flip is the perfect venue to gain access to the 223 million people who have read a magazine in the United States in the past six months.

- Sixty percent of magazine readers are under 35, aligning with the UW–Madison alumni audience that gains access to the magazine yearly.
- On average, 72% of readers agree that, “Even in this digital age, I still love the touch and feel of a printed magazine,” according to 2019 MRI-Simmons Starch AdMeasure surveys.
- 79% have income of $75,000+

DIVERSE MAGAZINE AUDIENCE

The following groups “Read magazines in the last six months”:

- 85% white adults
- 87% African American adults
- 90% Asian American adults
- 86% Hispanic American adults
- 90% LGBT adults

This data, supplied from the 2025 spring MRI Simmons data, shows magazines can reach a diverse and inclusive demographic.



ADVERTISING SPECIFICS

PRINT

Full page
Half-page horizontal
Half-page vertical
1/3 page horizontal

ONLINE

Banner advertisement
Sidebar advertisement
1/3 page vertical
1/4 page vertical
1/6 page vertical

DEADLINES

10/3 | Early-bird special
10/10 | In-house advertisement materials due
10/17 | Final advertisement sales
10/24 | Final advertising creative due
10/31 | All advertising payment due



PHOTO BY JULIE GAÏA GUZAL ON UNSPLASH

PHOTO BY CANVA



RATES AND DIMENSIONS

PRINT

Full page
$470
Trim: 8.375” x 10.875”
Bleed: 0.125”

Half page
$350
Trim: 5.4375” x 8.375”
Bleed: 0.125”

1/3 page
$300
Trim: 3.6” x 5”
Bleed: 0.125” beyond the trim on three sides

1/4 page
$200
Trim: 2.5” x 5”
Bleed: 0.125” beyond

1/6 page
$150
Trim: 2.166” x 4.583”
Bleed: 0.125” beyond the trim on three sides

ONLINE

Banner advertisement $100
970 x 90 pixels

Sidebar advertisement $75
336 x 280 pixels

SPECIAL RATES

Preferred placement inside front cover $650

Preferred placement inside back cover $600

DESIGN & DISCOUNTS

EARLY-BIRD SPECIAL

A 10% discount is offered for all returning advertisers or all advertisers who sign an advertising contract by Oct. 9, 2026. Returning advertisers who sign a contract before Oct. 16, 2026, cannot accumulate both 10% discounts.

FREE ADVERTISEMENT DESIGN

Take advantage of the talented creative team behind Curb: Flip. We will design your print or online advertisement FREE of charge. Advertisers must sign a contract by Oct. 16, 2026.

FULL-PAGE AND HALF-PAGE DEALS

The purchase of a full-page advertisement comes with a complimentary online sidebar advertisement, with the option to upgrade to a banner advertisement for an additional $20. The purchase of a half-page print advertisement comes with a complimentary online advertisement box, with the option to upgrade to a banner advertisement for an additional $30.



PHOTO BY QUARITSCH PHOTOGRAPHY ON UNSPLASH


PHOTO BY VITALINA ON PEXELS

SPONSORSHIPS

As *Curb's* 25th edition, Curb: Flip will embrace the meaningful stories of Wisconsinites' past, highlight the inspiring actions of the present day and look ahead at everything to come to the state. Our edition illuminates tradition while exploring how Wisconsinites' creativity is flipping old ideas into inspiration for the future.

Sponsoring this edition will allow a staff of aspiring communicators to grow as professionals and storytellers. By sponsoring our vision, you will be supporting student journalists as they chart their own paths and tell the stories of our Wisconsin neighbors.

IF OUR PHILOSOPHY RESONATES WITH YOU, PLEASE CONSIDER SUPPORTING US WITH A SPONSORSHIP.

LEVELS OF SPONSORSHIP

Curb is extremely grateful for monetary donations. Sponsoring the magazine shows that your business is invested in Wisconsin's diverse community. It is crucial to give the rich stories around our state a platform. By investing in Curb: Flip, sponsors are supporting a unique educational experience for bright and motivated students who strive to share their hard work with others. All sponsors will have their website link placed under the sponsorship tab on our magazine's website, curbonline.com. Certain levels of sponsorship merit recognition in print. Contributions of any size are greatly appreciated. We truly appreciate your consideration and support.



PHOTO BY ROMA KAIUK ON UNSPLASH

GOLD - $500

Your logo is placed at the top of our website's "Sponsorship" page and in the print edition. In addition, we will create one sponsored video posted across our social media channels.

SILVER - $250 TO $500

Your logo is placed at the top of our website's "Sponsorship" page, and you receive a text mention in the print edition. In addition, we will post one sponsored graphic on our Instagram story.

BRONZE - $1 TO $250

Your logo is placed on our website's "Sponsorship" page.

FUND ALLOCATION

INTERNAL PRODUCTION

PRINTING COSTS

CIRCULATION

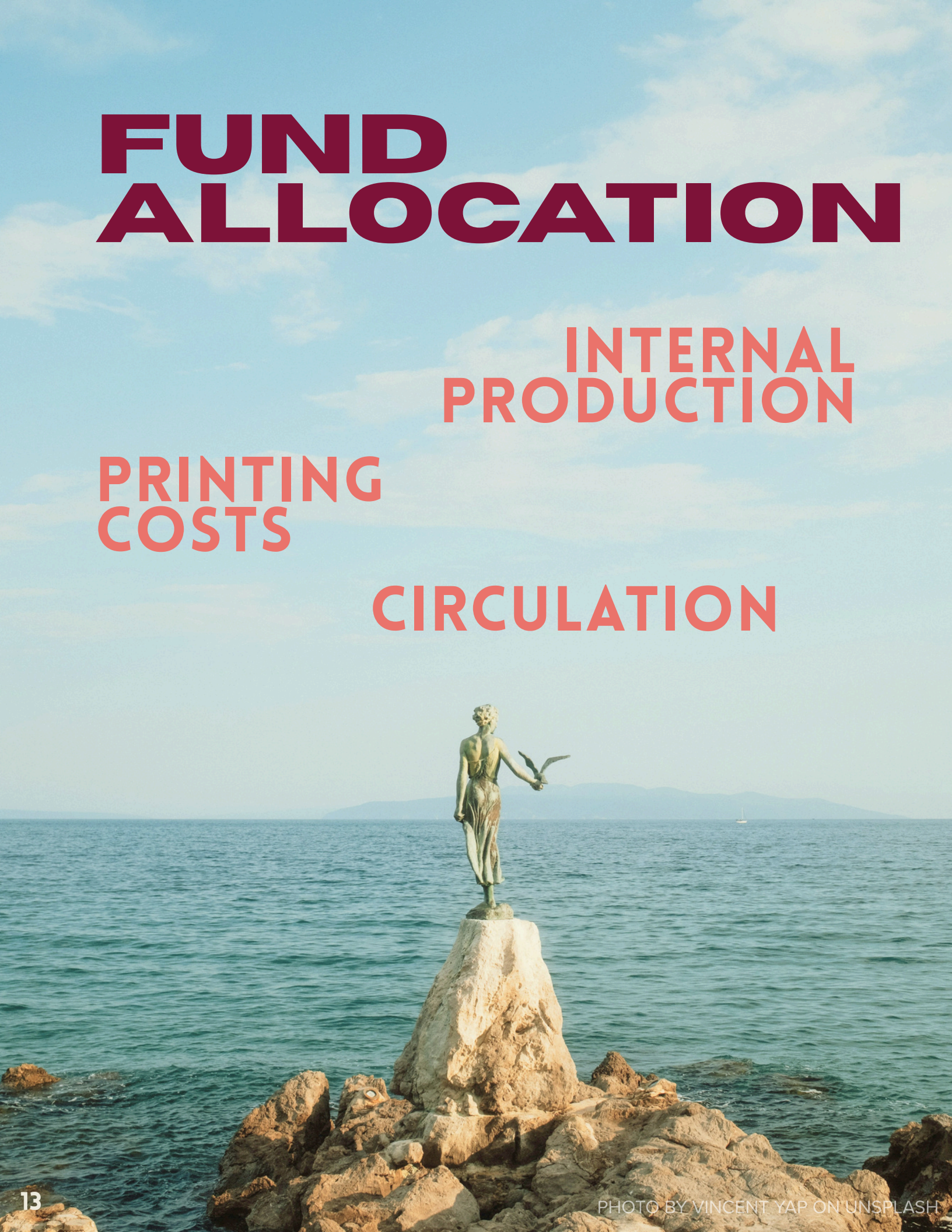


PHOTO BY VINCENT YAP ON UNSPLASH

POLICIES

GENERAL POLICIES

All advertising is subject to *Curb's* Advertising Policies and Terms, as well as 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. All advertisers will receive proof of their advertisement along with a copy of their contract once a confirmation — oral or written — is binding. *Curb* accepts responsibility for publishing each advertisement correctly as determined by the original copy, provided the advertisement is submitted on or before the set deadline.

SPECIAL POLICIES

Curb will not accept liability for any in copy after the advertisement has been proofed and approved by the advertiser. *Curb* will not be responsible for any typographical errors except to cancel charges for such a portion of the advertisement that may have been rendered valueless by the error. Advertising may not be set in the exact body type and must carry out the word "advertisement" if it resembles editorial content. All original advertising designs and graphics remain the property of *Curb* unless otherwise purchased or traded for other value. *Curb* reserves the right to refuse any advertisement in the case of libel or poor taste. Guaranteed placements will incur a 10% additional charge, except back cover, inside front cover and inside back cover. All advertising canceled after the Oct. 31, 2026, deadline will be billed at 100% of the space cost. All payments are due by Oct. 31, 2026. Interest will accrue at a rate of 2% per week for all accounts past due. Checks should be made out to UW–Madison with "Curb" in the memo line. A late charge of $10 per day will accrue for advertisements or materials received after the advertising production deadline of Oct. 24, 2026.

ADVERTISING MATERIALS FORMATS

Please submit files for print advertisements in press-ready PDF, TIFF or EPS formats. Files for the web can be submitted in GIF, JPEG or PNG.

RESOLUTION

Print files must be at least 300 ppi (pixels per inch). Web files must be at least 72 ppi.

FILES

All advertisements may be submitted via email to curbbusiness26@gmail.com. Please address any questions regarding specifications to curbbusiness26@gmail.com. Please do not hesitate to reach out to us if you have any questions or if there is anything we can do to make the process easier on your end.

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PHOTO BY LUKE WITTER ON UNSPLASH