



PROGRAM HIGHLIGHTS

Our Advantage Magazine program offers five key benefits to advertisers

Marketwide Coverage

- Reaches all living units in the target area, including homes, condos, and apartments across Madison's greater Eastside, Westside, or both.

High Retention Rate

- Over 81.3% of recipients review or save Advantage, thanks to its money-saving offers valid for 5-8 weeks, resulting in above-average ad response rates.

Vibrant Full Color Ads

- Ensures your message stands out and leaves a lasting impression.



Key Demographics

- Age:** 28-65
- Life Stages:** Young professionals, homeowners, mothers/women, empty nesters, active retirees
- Role in Spending Decisions:** Key influencer or primary decision-maker in categories such as home upgrades, dining, entertainment, personal care, and family services.

Dual-Purpose Ad Design

- Combines informative content with motivational coupons/incentives, educating consumers while driving immediate purchases.



Smarter ROI Ads

Measurable Results

- Track ROI through coupon redemptions, unique phone numbers, and custom URLs (and qr codes).



Online Integration

Our website www.couponbetter.com complements the print version by offering:

- Current and Alternate Ad Versions
- Printable Offers
- Website Link Integration
- Exclusive Online Savings

We drive traffic to the site through Google Ad Words, social media advertising, and SEO.

2026 Publications	Mailing Week	Copy Deadline
Late Winter/Early Spring 2026	Week of February 23, 2026	January 26, 2026
Spring 2026	Week of April 13, 2026	March 16, 2026
Summer 2026	Week of June 8, 2026	May 11, 2026
Back-to-School 2026	Week of August 17, 2026	July 20, 2026
Fall 2026	Week of October 5, 2026	September 8, 2026
Holiday/Early Winter 2026	Week of November 23, 2026	November 2, 2026



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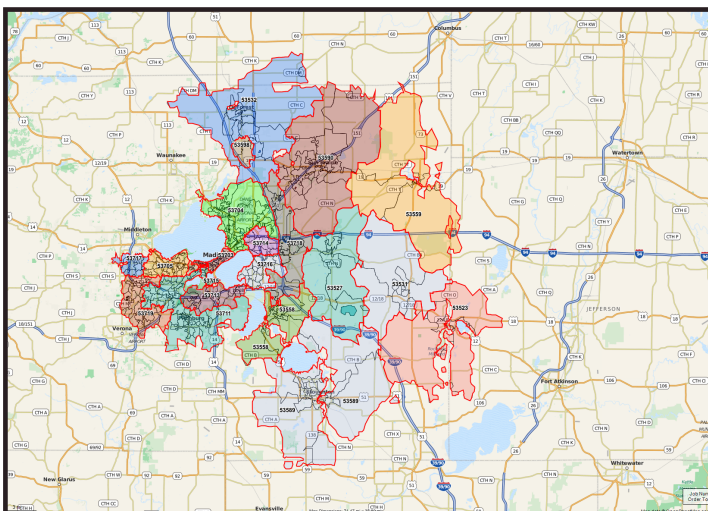
Reaching **194,000+** Households Throughout Dane County — USPS-Verified Delivery

East Zone Distribution

Advantage Magazine East has a **USPS-certified direct-mail circulation of 90,000+ households.**

This edition is delivered to the entire East Side of Madison and communities listed below:

- Madison — 53704, 53704, 53714, 53716, 53718
- Cottage Grove — 53527
- Marshall — 53559
- Deerfield — 53531
- Stoughton — 53589
- DeForest — 53532
- Sun Prairie — 53590
- McFarland — 53558
- Windsor — 53598

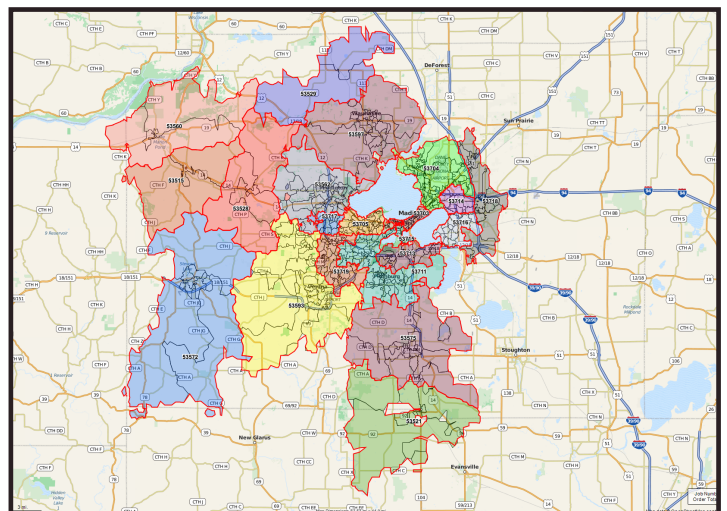


West Zone Distribution

Advantage Magazine West has a **USPS-certified direct-mail circulation of 104,000+ households.**

This edition is delivered to the entire West Side of Madison and communities listed below:

- Madison — 53705, 53711, 53726, 53713, 53715, 53717, 53719
- Middleton — 53562
- Barneveld — 53515
- Mount Horeb — 53572
- Belleville — 53521
- Oregon — 53575
- Cross Plains — 53528
- Verona — 53593
- Dane — 53529
- Waunakee — 53597



ADVANTAGE MAGAZINE (EAST DANE COUNTY ZONES) RATES

SIZE	1X RATE	2X RATE	3X RATE	4X RATE	5X RATE	6X RATE
½ PAGE	\$1,545 Cost Per Copy = 1.79¢	\$1,515 Cost Per Copy = 1.76¢	\$1,490 Cost Per Copy = 1.72¢	\$1,455 Cost Per Copy = 1.69¢	\$1,420 Cost Per Copy = 1.65¢	\$1,395 Cost Per Copy = 1.62¢
FULL PAGE	\$2,495 Cost Per Copy = 2.82¢	\$2,445 Cost Per Copy = 2.76¢	\$2,395 Cost Per Copy = 2.70¢	\$2,345 Cost Per Copy = 2.64¢	\$2,295 Cost Per Copy = 2.58¢	\$2,245 Cost Per Copy = 2.52¢
2-PG SPREAD	\$4,195 Cost Per Copy = 4.82¢	\$4,145 Cost Per Copy = 4.75¢	\$4,095 Cost Per Copy = 4.68¢	\$4,045 Cost Per Copy = 4.60¢	\$3,995 Cost Per Copy = 4.54¢	\$3,945 Cost Per Copy = 4.47¢

ADVANTAGE MAGAZINE (WEST DANE COUNTY ZONES) RATES

SIZE	1X RATE	2X RATE	3X RATE	4X RATE	5X RATE	6X RATE
½ PAGE	\$1,645 Cost Per Copy = 1.53¢	\$1,615 Cost Per Copy = 1.50¢	\$1,590 Cost Per Copy = 1.48¢	\$1,555 Cost Per Copy = 1.45¢	\$1,520 Cost Per Copy = 1.42¢	\$1,495 Cost Per Copy = 1.39¢
FULL PAGE	\$2,595 Cost Per Copy = 2.35¢	\$2,560 Cost Per Copy = 2.32¢	\$2,525 Cost Per Copy = 2.29¢	\$2,490 Cost Per Copy = 2.25¢	\$2,455 Cost Per Copy = 2.22¢	\$2,420 Cost Per Copy = 2.19¢
2-PG SPREAD	\$4,295 Cost Per Copy = 3.96¢	\$4,245 Cost Per Copy = 3.91¢	\$4,195 Cost Per Copy = 3.87¢	\$4,145 Cost Per Copy = 3.82¢	\$4,095 Cost Per Copy = 3.77¢	\$4,045 Cost Per Copy = 3.72¢

ADVANTAGE MAGAZINE (FULL MARKET/BOTH ZONES) RATES

SIZE	1X RATE	2X RATE	3X RATE	4X RATE	5X RATE	6X RATE
½ PAGE	\$2,595 Cost Per Copy = 1.31¢	\$2,560 Cost Per Copy = 1.29¢	\$2,525 Cost Per Copy = 1.28¢	\$2,490 Cost Per Copy = 1.26¢	\$2,455 Cost Per Copy = 1.24¢	\$2,420 Cost Per Copy = 1.22¢
FULL PAGE	\$4,295 Cost Per Copy = 2.21¢	\$4,245 Cost Per Copy = 2.18¢	\$4,195 Cost Per Copy = 2.15¢	\$4,145 Cost Per Copy = 2.13¢	\$4,095 Cost Per Copy = 2.10¢	\$4,045 Cost Per Copy = 2.08¢
2-PG SPREAD	\$8,095 Cost Per Copy = 4.21¢	\$7,945 Cost Per Copy = 4.13¢	\$7,795 Cost Per Copy = 4.05¢	\$7,645 Cost Per Copy = 3.97¢	\$7,495 Cost Per Copy = 3.89¢	\$7,345 Cost Per Copy = 3.81¢

- **Multi-issue discounts available** when you contract for multiple issues within a 12-month period
 - **Front cover feature:** \$5,275 (when available)
 - **Back cover feature:** \$5,750 (when available)
- Prices includes artwork & setup fees. Ask your account rep about additional eligibility requirements*
- **Premium placement rates may apply** for preferred positions (e.g., inside front cover, inside back cover, etc.)
 - **2% prepayment discount available** when paid in full prior to the mailing date(s)
 - **All rates are all-inclusive**, covering ad design, proofing, layout, full-color printing, postage & mailing