WEB: 300,000 + monthly

PRINT: 340,000 +
Planned advertisements to UW-Madison Alumni, supporters and UW Library patrons. An additional Shakespeare in Wisconsin 2016 branded campaign will include print campaign to 780,000 WI and IL residents.

SOCIAL MEDIA: 86,000 Monthly

UW-Madison Campus: 200,000 +
Wisconsin Welcome Events and the UW-Madison Libraries (August - October): Steenbock Beach Party and the College House Party - Banner placement in lobbies of larger libraries (Memorial, College, Steenbock). Milestone events in Madison - April, October, November and December.

Statewide & National Reach
Wisconsin community website to promote events in Wisconsin, provide resources. Numerous opportunities for earned and unearned media. International events will be taking part in 2016.