

# Ad Rates

## Fall 2018

The *Royal Purple* is 5 columns across x 16" high. Every print ad gets posted on [royalpurplenews.com](http://royalpurplenews.com)! Please contact us for specific prices.

### 1 Classified Ad

20 words  
Per additional word  
Bolded border

### 2 5 Columns x 8" Half-Page

Student  
Student org.  
Campus org.  
Local firm  
National firm

### 3 5 Columns x 16" Full-Page

Student  
Student org.  
Campus org.  
Local firm  
National firm

### 4 3 Columns x 4"

Student  
Student org.  
Campus org.  
Local firm  
National firm

### 5 5 Columns x 2" Footer

Student  
Student org.  
Campus org.  
Local firm  
National firm

### 6 2 Columns x 8"

Student  
Student org.  
Campus org.  
Local firm  
National firm

#### ✓ Premium Color Pages

Full color (CMYK)  
Spot color (per color)  
Ad graphic design

#### ✓ News Stand

First copy  
Per additional copy

#### ✓ Content Copies

Photograph copy

### 7 1 Column x 8"

Half-Page Sidebar  
Student  
Student org.  
Campus org.  
Local firm  
Nat'l firm

### 8 1 Column x 16"

Full-Page Sidebar  
Student  
Student org.  
Campus org.  
Local firm  
Nat'l firm

### 9 2 Columns x 2"

Student  
Student org.  
Campus org.  
Local firm  
National firm

### 10 2 Columns x 4"

Student  
Student org.  
Campus org.  
Local firm  
National firm

## CONTACT

Royal Purple Advertising Department

Tel. 262-472-5100 / Email [rpadvertising@uww.edu](mailto:rpadvertising@uww.edu)  
[www.royalpurplenews.com/category/advertising](http://www.royalpurplenews.com/category/advertising)