

ROYAL PURPLE

Founded 1901

BREEZY DAYS OF FALL



CONTACT US

- **Royal Purple**
Room 113 McCutchan Hall
University of Wisconsin-Whitewater
800 West Main Street
Whitewater, WI 53190
- www.royalpurplenews.com
- rp@uww.edu
- (262) 472-5100

Fall Greetings,

The 2019 - 2020 school year is well underway and the staff are busy putting together our weekly editions for the campus and community!

There is a full staff of 25 students this semester, as well as five additional student reporters working for credit and one journalism intern. This has allowed for extensive editorial coverage of campus and city events.

Multimedia staff have taken advantage of two Go-Pro video cameras that were donated by an RP alum. The devices offer our audience a unique view of experiences like Welcome Week and the nature conservancy (see online stories A true Warhawk Welcome and Sustainability at the corners of

UW-W) .

The advertising department has a brand new team, which scored big with a year-long ad placed by Brotoloc South, Inc. Advertising is the key income for the RP to pay student salaries and for costs like newspapers and website maintenance. Your ads keep us going!

With all that the staff does each week to ready the paper for printing, they still manage to have fun. The students participated quite a bit in homecoming events this year by decorating a superhero banner, playing tug-of-war, racing beds and marching in the parade.

The RP also had a table set up for the Student Involvement Fair, CommConnect and other promotional events. They were great

ways to share the good news of the Royal Purple.

We continue to get thousands of visits each week to our website, as well as thousands of papers picked up all across the campus and community!

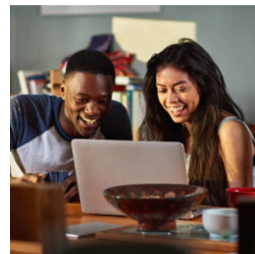
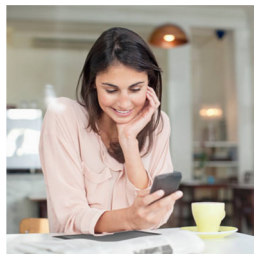
We are encouraged by this excellent fall to continue the tradition of producing a quality newspaper for the university and the city of Whitewater. It is our hope that the RP continues to grow, producing a newspaper that tells the stories of our lives in southeastern Wisconsin.

We are thankful for our wonderful staff, leadership, alumni and business supporters.

Thank you so much!
-Your Royal Purple Staff



Your Target Audiences are Right Here in the Royal Purple!



ROYAL PURPLE is an award-winning student newspaper founded in 1901 at the University of Wisconsin-Whitewater. Royal Purple is the **ONLY** newspaper with exclusive distribution on the UW-W campus. All ads are placed on BOTH the Royal Purple website and in printed newspapers. Our website www.royalpurplenews.com is updated every Monday, averaging 10,000 visitors each week. Our ad click-through rate is about 25%. We publish 30 weekly editions every academic year with a circulation of 5,000 print copies in 55 high-traffic areas across the university, city, and at the UW-W Janesville campus.

Royal Purple is the best channel for your advertisement to reach college students. They are interested in on-campus activities and local stores such as area events, job openings, restaurants and bars, beauty and health-related shops, apartments, books and school supplies, groceries, and convenient facilities in Whitewater and nearby areas. Additionally, Whitewater faculty, staff, citizens, and school parents are reading our newspapers and accessing our website.

We have reasonable rates. Your ad will basically be exposed to at least 15,000 people over the course of a week. For example, if a local business buys a 2x4 full-color display ad, which is the most popular size, a one-time ad exposure is **ONLY** 1.19 cents. Furthermore, long-term contracts (continuing a month, a semester, and a year) provide additional discounts. Contact us today to learn more information!

Scheduled Issues in 2019-2020 Academic Year

Fall 2019 Semester				Spring 2020 Semester			
Sept. 2	Sept. 9	Sept. 16	Sept. 23	Jan. 20	Jan. 27	Feb. 3	Feb. 10
Sept. 30	Oct. 7	Oct. 14	Oct. 21	Feb. 17	Feb. 24	March 2	March 9
Oct. 28	Nov. 4	Nov. 11	Nov. 18	March 16	March 30	April 6	April 13
Dec. 2	Dec. 9			April 20	April 27	May 4	May 11

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**ROYAL
PURPLE**



Ad Rates

2019 - 2020

The Royal Purple is
5 columns across x 16" high.
Every print ad gets posted on
www.royalpurplenews.com!

1 Classified Ad

20 words	\$10
Per additional word	+\$0.50
Bolded border	+\$5

2 5 Columns x 8" Half-Page

Student	\$289
Campus	\$385
Local	\$481
National	\$577

3 5 Columns x 16" Full-Page

Student	\$522
Campus	\$696
Local	\$870
National	\$1,044

4 3 Columns x 4"

Student	\$93
Campus	\$124
Local	\$155
National	\$186

5 5 Columns x 2" Footer

Student	\$78
Campus	\$104
Local	\$130
National	\$156

6 2 Columns x 8"

Student	\$123
Campus	\$164
Local	\$204
National	\$245

Premium Color Pages

Full color (CMYK)	+\$75
Spot color (per color)	+\$25
Ad graphic design	+\$25

Discounts (Display ad only)

One Month Run (4wks)	10% off
Semester Run	15% off
Year Run	20% off

7 1 Column x 8"

Half-Page Sidebar

Student	\$63
Campus	\$83
Local	\$104
National	\$125

8 1 Column x 16"

Full-Page Sidebar

Student	\$118
Campus	\$157
Local	\$196
National	\$236

9 2 Columns x 2"

Student	\$32
Campus	\$42
Local	\$53
National	\$63

10 2 Columns x 4"

Student	\$63
Campus	\$83
Local	\$104
National	\$125

Ad Submission Guide

- ✓ Resolution: 300 dpi+
- ✓ Color: CMYK
- ✓ Files: JPEG, TIFF, or PNG
- ✓ Submission: by email, rpadvertising@uww.edu

Newspaper Sizes	Dimensions (inches)
5 columns x 16"	10.25" x 16"
5 columns x 8"	10.25" x 8"
5 columns x 2"	10.25" x 2"
3 columns x 4"	6.08" x 4"
2 columns x 8"	3.99" x 8"
2 columns x 4"	3.99" x 4"
2 columns x 2"	3.99" x 2"
1 column x 16"	1.9" x 16"
1 column x 8"	1.9" x 8"

If you have a question about your ad submission and rates, please contact the Royal Purple Advertising Department.

CONTACT

Royal Purple Advertising Department

Telephone: (262) 472-5100

Email: rpadvertising@uww.edu

Webpage: www.royalpurplenews.com/category/advertising