

# ROYAL PURPLE

Founded 1901

QUARTERLY NEWSLETTER

## KEEP CALM, SUMMER IS ON!

### CONTACT US

#### Royal Purple

113 McCutchan Hall  
University of Wisconsin-  
Whitewater  
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Whitewater, WI 53190

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The *Royal Purple* office is open Monday - Friday from 9 a.m. - 5 p.m. during the academic school year at the University of Wisconsin-Whitewater. It is located in Room 113 of McCutchan Hall off Parking Lot 2 on North Prince Street.



2019 Spring Send-Off

Greetings from the RP, It is hard to imagine the 2018 - 2019 school year is over. We have kept busy with 30 editions and a variety of activities.

The paper won numerous awards this year. Tyler Job won the Communication Department *Best in Journalism Major Award* and the *University Writing Award for Superior Journalistic Writing*; Alyssa Brooks won a *University Writing Award for Outstanding Journalistic Writing*; Brad Allen won 1st place for *In-Depth Reporting in the Wisconsin Newspaper Association Better Newspaper Competition*; and finally Shannan Lojeski won 1st place for *Column Writing in the Wisconsin Newspaper Association Better Newspaper Competition*. Congratulations! Staff continues working hard to make the *Royal Purple* one of the best college newspapers.

We also had an exciting bowling outing and several potlucks with staff members this spring. It was fun to let

lose and hang out with everyone outside of our weekly work routine.

Our website visits continue to rise. We had an average of 15,000 visits a week this spring! What a great way to reach more people in our community!

Archiving has been a big part of the year. We completed our first year of archiving the newspapers with the Archive of Wisconsin Newspapers. This means that our newspaper is accessible to every Wisconsin resident with a library card through Badger Link! We will also be working with the UW-W Library and Wisconsin Historical Society to archive previous years' issues on micro film.

We had another great year at the *Royal Purple* and it wouldn't have been successful without amazing staff members. We will be losing a few of them and would like to thank them for all of their hard work. Without their dedication to the newspaper, it wouldn't have been possible to have



Royal Purple staff members Brad Allen, Julia Graff, Tyler Job, Nicole Aimone and Adviser Keith Zukas pose for a celebratory photo in front of the Wisconsin State Capitol March 8 at the Wisconsin Newspaper Association 2019 Convention & Tradeshow.

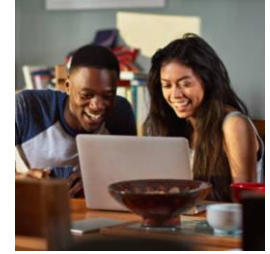
such a successful year.

We are looking forward to another group in the coming school year to carry on the RP legacy! Have a super summer!

-Your *Royal Purple*



# 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](http://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](http://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

## 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)