

ROYAL PURPLE

Founded 1901



STAY SAFE & HEALTHY!

Spring Semester Website analytics :

of Users: 19,950
of Sessions: 23,412
of Page Views: 40,311

CONTACT US

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Greetings from the *Royal Purple*,

The spring semester is coming to a close and who would have thought it would end with a pandemic that left all classes finishing on-line. Even though the *Royal Purple* was not able to publish a printed newspaper during the Safer-at-Home order each week, we did get one final online issue completed April 20. Besides being posted to our website,

one story from every section was also promoted through our Facebook page, which each averaged over 700 views! Check us out online!

The RP remains an important connection for our community even when we are away from campus.

We are pleased to share that the *Royal Purple* won a few awards from the WNA Collegiate Better Newspaper Competition. Congratulations to Photo Editor Dane Sheehan who won second place for Sports Photography, and congrats to the entire staff for taking second place in Newspaper Promotion!

We were also successful in running several new specialty features this year, which added a lot of variety to our content. These

included a Trendsetter column, Tweets of the Week, and Back Row Review.

Even though this spring semester didn't end the way we planned, we had a lot of great accomplishments in a variety of areas.

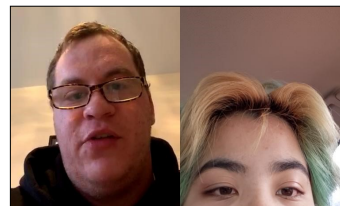
We are now taking the extra time to promote a "Sponsorship Special" advertising package that will be available for just 30 lucky clients. We are providing a 50% discount for 15 black & white ads and 15 color ads to run in a 2x2 graphic for the entire 2020-21 school year. That's 30 issues of advertisements online and in every paper for just \$750 in B&W or \$1,750 in full color! What a deal!

We believe that this steep discount for clients who run continuously will really pay off for them, and the reliability will pay off for the RP. This is a new model for us that we think will help our community get back to normal with a profitable future ahead.

Stay healthy & safe!
-Your *Royal Purple*



FORCED SCOUT TO PLAY HARRY STYLES	STAYED AFTER 5 P.M.	CONTACTED BY SCOUT	APPEARED ON QUOTE BOARD	WALKED IN BOTH PARADES
FED SQUIRRELS FOOD	FORGOT TO CLOSE OFFICE DOOR	SAW SQUIRREL EATING FOOD OUTSIDE OFFICE	BOUGHT FOOD FROM VENDING MACHINE	COMPLAINED ABOUT OFFICE TEMPERATURE
SURVIVED SCOUT'S OLD MAIN RANT(S)	WENT TO JESSE MCCARTNEY CONCERT	FREE SPACE	LAUGHED AT CARTER'S TIKTOKS	COMMENTED ON ETHAN'S FOOD CHOICE
VICTIMIZED BY INDESIGN	CAME IN THE OFFICE WHEN SCOUT WASN'T THERE	SAW ZUKAS WITH STRIPED SHIRT ON	IMMEDIATELY SPOTTED ERROR ON MONDAY'S PAPER	WROTE 3+ STORIES IN ONE WEEK
HAD BUDGET FILLED OUT BY WEDNESDAY	ASKED WHERE CAT WAS	TOLD SCOUT TO FOCUS	FORGOT TO CMYK PHOTOS	TICKETED WHILE IN OFFICE



Photos: The RP goes completely online during the pandemic for both work and play.



Royal Purple

"Sponsorship Special"

**Receive a 2 column X 2 inch ad to run
all year long in 30 issues and always online!**

Choose one option:

- ☐ Black and White -- Just \$750! (over 50% savings)
- ☐ Full Color -- Just \$1,750! (over 50% savings)

Note: Ad area in paper is 5 columns across by 16 inches high. If the paper does not get published in print form due to Coronavirus, clients will get an additional 50% off.

Package Includes:

- One initial 2x2 advertisement designed for you
- Text can be changed at any time
- Graphics and designs can be changed any time
- Will run in 5,000 issues every week and online for over 10,000 visitors to see!

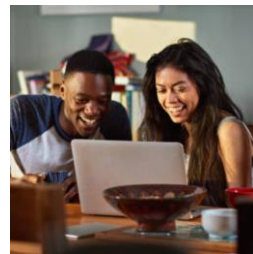
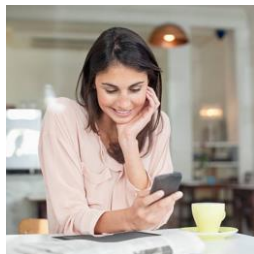
Shop with Us!
Attend our Event!
Join our Team!



Your Ad Here!

CONTACT

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 every Monday. Our website www.royalpurplenews.com averages 10,000 visitors each week with an ad click-through rate of about 25%. We publish 30 weekly editions every academic year with a circulation of 5,000 print copies in 50 high-traffic areas across the university, city, and UW-W Rock County campus.

Royal Purple is the best channel for your advertisement to reach Whitewater's 12,000 college students. They are interested in finding jobs, attending events, joining organizations, eating out, shopping and much more. They need school supplies, groceries, books, health products and entertainment. Most students have vehicles and travel throughout the tri-county area. Additionally, Whitewater faculty, staff, citizens, and school parents are reading our news and entertainment about the Whitewater community.

Contact us today to learn more information!

Scheduled Issues in 2020 - 2021 Academic Year

Fall 2020 Semester				Spring 2021 Semester			
Aug. 31	Sept. 7	Sept. 14	Sept. 21	Jan. 18	Jan. 25	Feb. 1	Feb. 8
Sept. 28	Oct. 5	Oct. 12	Oct. 19	Feb. 15	Feb. 22	March 1	March 8
Oct. 26	Nov. 2	Nov. 9	Nov. 16	March 15	March 29	April 5	April 12
Nov. 30	Dec. 7	Dec. 14		April 19	April 26	May 3	

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 800 West Main Street
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**ROYAL
PURPLE**

