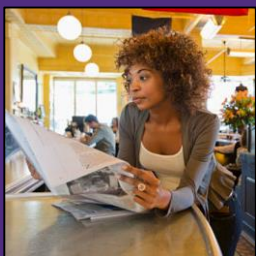




# *Royal Purple* Sponsorship Special Ad Package

**Your 4" x 2" ad runs in our quarterly feature edition and weekly online issues for 8 weeks**

- 10,000 views monthly!
- **Full Color** - Just \$250!



## Package Includes:

- A [www.RoyalPurpleNews.com](http://www.RoyalPurpleNews.com) ad that can be changed at any time
- Posts to [@RoyalPurpleNews](https://www.facebook.com/RoyalPurpleNews) & [Facebook.com/RoyalPurpleNews](https://www.facebook.com/RoyalPurpleNews)
- Your ad in 5,000 print issues of our quarterly edition in 50 news stands



# Customize your ad in the RP!

## Your ad options

*Sponsorship Special Quarterly Advertisements* are four inches wide by two inches high (4" x 2") in full color for the cost of \$250. Your ad will run on the [www.royalpurplenews.com](http://www.royalpurplenews.com) website homepage and story pages, as well as sit out in newsstands for the entire eight weeks of the academic quarter. Your ad will also be posted once to both the *Royal Purple* Facebook and Twitter accounts over the course of the eight weeks. The advertisement will be printed in the quarterly issue of 5,000 copies distributed among 50 newsstands across the campus and city.

*Weekly Display Advertisements* cost \$30, which will be posted to the website and story pages.

*Classified Advertisements* cost \$5 a week for 20 words, and \$0.25 per additional word. To have the classified ad put in all caps on the website costs an additional \$5.

*Graphics* should be in a JPEG or PING (.jpg or .png) format for the best results. All sizes should be 4" x 2" in full color CMYK. It is recommended to avoid having too much text in your advertisement, which may not appear clear on all screens depending on the device in which the ad is being viewed.

*We can hyperlink your ad!* Our website averages 8,000 visitors a month with about 16,000 views. Our ad click-thru rate is about 25%. We publish 30 online issues over the academic year that are posted each Monday. Four quarterly print issues highlight our best feature stories published Sept. 7, Oct. 26, Jan. 25 and Mar. 15 in full color with a circulation of 5,000 editions placed 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 college students. They are interested in activities, shopping, events, job openings, restaurants and bars, health and beauty, apartments, books and school supplies, groceries, and more in the Whitewater tri-county area. Whitewater faculty, staff, citizens, and school parents are reading our newspapers and accessing our website.

*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 print distribution on the UW-W campuses. We appreciate your financial support, helping us to gain work experience! Thank you!

## Contact us today!

Give us a call at (262) 472-5100 or email us at [rpadvertising@uww.edu](mailto:rpadvertising@uww.edu). Stop by to visit us and check out our office in Room 113 of McCutchan Hall off Lot 2 on North Prince Street of the UW-W campus.

## Scheduled Issues in 2020 - 2021 Academic Year

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

