

FALL 2020

# ROYAL PURPLE

Founded 1901

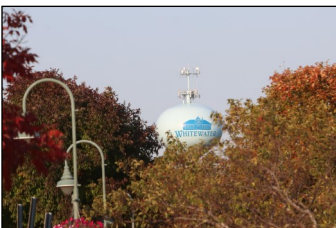
QUARTERLY NEWSLETTER

## FALL FUN

### CONTACT US

**Royal Purple**  
**113 McCutchan Hall**  
**University of Wisconsin-**  
**Whitewater**  
**800 West Main Street**  
**Whitewater, WI 53190**

- [royalpurplenews.com](http://royalpurplenews.com)
- [rp@uww.edu](mailto:rp@uww.edu)
- (262) 472-5100



Greetings from the RP,

We hope you are having some fun this fall! We've been busy online and socially distanced in person at the *Royal Purple*.

We're keeping busy covering a ton of virtual meetings, digital concerts and online events. We have half of the staff in attendance at weekly meetings, who take turns reporting back to the other members.

Our training to kick off the school year was all virtual in August, but we've now had some in-person writing workshops. We're learning a lot and having fun doing it!

The advertising department just completed a round of canvassing the city and campus as well. We had a great time posting fliers and talking with community members.

Our paper and website are looking terrific this year! We are printing the entire paper in full color with a state-of-the-art printer at Bliss Communications APG Printing. Our website is bursting with content featuring terrific photos like those seen here of Whitewater taken by Assistant Photo Editor Dane Sheehan. We also now have a [Donate button](#) on our homepage, which we hope will bring us some financial support during these difficult times.

This year we are encouraging advertisers to take advantage of our "Quarterly Sponsorship Special." With this advertising package, your full color 4" x 2" display ad will be in our quarterly printed paper and posted to our website, which can be changed out for an updated ad at anytime. Finally, as a part

of this package you also get posts to our Facebook and Twitter accounts, which make your online reach go even farther. We believe this flexible \$250 ad package is a huge bang for the buck.

Over the summer we averaged 200 views a day on our website, which jumped to over 1,000 when we published our first issue. Our website received nearly 22,000 page views in September from about 11,000 users, averaging around 700 views daily. We reached about 6,000 people through Facebook posts and made 12,500 impressions on Twitter as well. Our 5,000 print issues in news stands are also getting terrific pickup, and many stands in high traffic areas need refilling.

We're all very proud of our distribution despite the pandemic. In fact, we're excited to be meeting our vision this year: that student media can help fill the void of social distance.

The *Royal Purple* is not merely adapting to the new normal, but we are embracing it all we can. We hope you are enjoying this fall season, and remind you to please reach out to us with any advertising needs or article ideas!

-Your *Royal Purple*



# Sponsorship Special



## Quarterly Ad Package

**Your ad in our eight weekly online issues  
and quarterly print edition**

- 40,000 views!
- Full Color!
- Just \$250!



### Package Includes:

- [www.RoyalPurpleNews.com](http://www.RoyalPurpleNews.com) ad that can be changed any time
- Posts to [Facebook](#) & [Twitter](#)
- 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 2 columns wide by two inches high (about 4" x 2") in full color for \$250. Your ad runs on [www.royalpurplenews.com](http://www.royalpurplenews.com) and in our quarterly print edition for the eight-week academic quarter. Plus we post it to our *Royal Purple* [Facebook](#) and [Twitter](#).
- *Weekly Display Advertisements* cost \$30, posted to the website homepage and story pages.
- *Online Classified Advertisements* cost \$5 a week for 20 words, \$0.25 per extra word, \$5 in ALL CAPS.
- *Tweets and Facebook posts* cost \$20 each
- *Ask us about custom sizes and deals!*

We can hyperlink your ad! Our website averages 8,000 different visitors and 16,000 views each month. Our ad click-thru rate is about 25%. We publish online issues every Monday.

Four quarterly print issues highlight our best feature stories published Sept. 7, Oct. 26, Jan. 25 and Mar. 15 in full color. We place 5,000 editions in 50 high-traffic areas across the university, city and UW-W Rock County campus.

Graphics should be in a JPEG or PNG format for best results. Size should be 4" x 2" in full color CMYK. Avoid too much text, which may not appear clearly on all sizes of screens. We can design your ad for just \$25 and you keep the file for future use!

*Royal Purple* is the best channel for your advertisement to reach college students. They are interested in activities, shopping, events, job openings, restaurants, bars, health, beauty, apartments, books, school supplies, groceries, and more in the Whitewater tri-county area. Citizens, parents, faculty and staff read our newspapers and 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 support, helping us to gain work experience and have fun! Thank you!

## Contact us today

Give us a call at (262) 472-5100 or email [rpadvertising@uww.edu](mailto:rpadvertising@uww.edu). Stop by to visit us and check out our office in Room 113 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	

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## CONTACT

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