

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 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 3.5" x 2") in full color for \$250. Your ad runs on 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.
- *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 3.5" x 2" in full color CMYK. Avoid too much text, which may not appear clearly on all sizes of screens. Ads of a larger size require a 3.5" x 2" ad for website and social media posting. 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. 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	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	

Room 113 McCutchan Hall
University of Wisconsin-
Whitewater
800 West Main Street
Whitewater, WI 53190

CONTACT

Royal Purple

Advertising Department

Telephone: (262) 472-5100

Email: rpadvertising@uww.edu



Ad Rates

2020 - 2021

The *Royal Purple* is
9.5" across x 14" high
(5 columns across)
Every print ad gets posted on
www.royalpurplenews.com
and to our social media!

Weekly website ad \$30

Ad graphic design \$25

9.5" x 14" Full-Page
\$2,000

9.5" x 7" Half-Page
\$1,000

9.5" x 4" One-fourth Page
\$600

5.5" x 4"
\$500 (3 columns across)

3.5" x 4"
\$350 (2 columns across)

9.5" x 2" Footer
\$400 (5 columns across)

3.5" x 7"
\$500 (2 columns across)

3.5" x 2" Sponsorship Special
\$250 (2 columns across)

