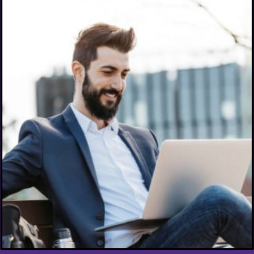


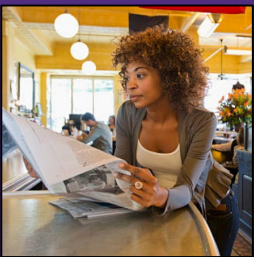
2021 Sponsorship Special



Quarterly Ad Package

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

- 5,000 Print Issues at 75 Locations!
- 3,000 Website Visitors Every Week!



Package Includes:

- www.RoyalPurpleNews.com ad that can be changed any time
- Your ad posted to [Facebook](#), [Twitter](#) & [Instagram](#)
- Full color printed newspaper ad



Customize your ad in the RP!

Your ad options

- *Sponsorship Special Quarterly Advertisements* can be purchased for any size and in full color for a quarterly print issue. Your ad will also run on www.royalpurplenews.com and be posted to our *Royal Purple* [Facebook](#) and [Twitter](#) and [Instagram](#). *Ask us about custom sizes and deals!*
- *Weekly Web Advertisements* are posted to the website homepage and social media.
- *We can* hyperlink your ad! Our website averages 3,000 different visitors every week. Our ad click-thru rate is about 25%. We publish new 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 75 high-traffic areas across the university, city and even at the UW-W Rock County campus.

Graphics should be in a JPEG or PNG format for best results. Online ads should be 1200 x 600 pixels or 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 1200 x 600 pixel or 3.5" x 2" ad for website and social media posting. We can design your ad for just \$25!

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. 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 for quarterly ads and rpads@uww.edu for weekly web ads! 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



2021 Ad Rates

The *Royal Purple* ad space is 9.5" wide x 15" tall (5 columns across). Every print ad gets posted on www.royalpurplenews.com and to our social media! Want a custom size? No problem!



Weekly website ad \$30

Ad graphic design \$25

9.5" x 4" Quarter Page
\$500 (5 columns across)

9.5" x 7.5" Half-Page
\$750 (5 columns across)

9.5" x 15" Full-Page
\$1,000 (5 columns across)

5.5" x 4"
\$450 (3 columns across)

9.5" x 2" Horizontal Footer or 1.75" x 7.5" Vertical Sidebar
\$400 (5 columns across) or (1 column across)

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

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

3.5" x 6"
\$450 (2 columns across)