



# 2021 Sponsorship Special



## Quarterly Ad Package

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

- 5,000 Print Issues!
- 40,000 Online Views!
- Full Color!



### Package Includes:

- [www.RoyalPurpleNews.com](http://www.RoyalPurpleNews.com) ad that can be changed anytime
- Posts to [Facebook](#), [Twitter](#) & [Instagram](#)
- Your ad in issues at 50 news stands across the campus and city



### CONTACT

Royal Purple Advertising Department  
Telephone: (262) 472-5100  
Email: [rpadvertising@uww.edu](mailto:rpadvertising@uww.edu)

# Ad Rates

## 2020 - 2021

The *Royal Purple* is  
9.5" across x 14" high  
(5 columns across)

Every print ad gets a  
1200 x 600 pixel ad posted on  
[www.royalpurplenews.com](http://www.royalpurplenews.com)  
and to our social media!



**Ad Graphic Design \$25**

**Weekly Web Ad \$30**

**9.5" x 14" Full-Page Ad**  
\$2,000 (5 columns across)

**9.5" x 7" Half-Page Ad**  
\$1,000 (5 columns across)

**9.5" x 4" One-fourth Page Ad**  
\$600 (5 columns across)

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

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

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

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

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



# 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](http://www.royalpurplenews.com) in 1200 x 600 pixels. Plus we post it to our *Royal Purple* [Facebook](#), [Twitter](#), and [Instagram](#).
- *Weekly Web Display Advertisements* are posted to the website homepage and story pages, as well as social media accounts.

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 with 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. Citizens, parents, faculty and staff also read our newspapers and our online stories. 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.

*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 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	

## CONTACT

