

Sponsorship Special



Quarterly Ad Package

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

- 5,000 Print Issues at 75 Locations!
- 4,000 Website Visitors Every Week!



Package Includes:

- Royal Purple website ad that can be changed at any time
- Posts to Facebook, Twitter & Instagram
- Full color printed newspaper ad

Founded in 1901
ROYAL 
PURPLE

CONTACT

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



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 the Royal Purple website 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 4,000 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. 6, Oct. 25, Jan. 24 and Mar. 14 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. All black color should be set to 100% K and 20% C. 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 even design your ad for you!

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, staff and alumni read our newspapers and website too!

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 rpad@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 for 2021 - 2022 Academic Year

Fall 2021 Semester				Spring 2022 Semester			
Aug. 30	Sept. 6	Sept. 13	Sept. 20	Jan. 17	Jan. 24	Jan. 31	Feb. 7
Sept. 27	Oct. 4	Oct. 11	Oct. 18	Feb. 14	Feb. 21	Feb. 28	March 7
Oct. 25	Nov. 1	Nov. 8	Nov. 15	March 14	March 28	April 4	April 11
Nov. 29	Dec. 6	Dec. 13		April 18	April 25	May 2	



2021-22 School Year Ad Rates

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

9.5" x 4" Quarter Page
\$520 (5 columns across)

9.5" x 7.5" Half-Page
\$770 (5 columns across)

9.5" x 15" Full-Page
\$1,020 (5 columns across)

5.5" x 4"
\$465 (3 columns across)

3.5" x 2"
\$260 (2 columns across)

3.5" x 4"
\$360 (2 columns across)

3.5" x 6"
\$465 (2 columns across)

Weekly online only ad
\$35 (website & social media)

Ad graphic design
\$30 (both print and web)

9.5" x 2" Horizontal Footer or 1.75" x 7.5" Vertical Sidebar
\$415 (5 columns across) or (1 column across)