

EXPONENT

UNIVERSITY OF WISCONSIN-PLATTEVILLE

 @UWPExponent

 UWP Exponent

 UWPExponent.com

ADVERTISING GUIDE 2013

3600
papers each week

8262
students to reach

Your Ad
right here

Price: \$5.35 per column inch

3x5 \$80.25	2x2 \$21.40	Full Page \$360 Full Page \$375 Full Back
3x3 \$48.15	2x6 \$64.20	
Vertical 1/4 page \$115		
Half Page \$200 \$215 back page		
Horizontal 1/4 page (recommended) \$115		

Deadlines

All advertising requests are due by 5 p.m. on the Friday preceding the week of publication. Those received late, up to Monday at 5 p.m., are subject to a \$10 or 10% late charge (whichever is greatest) or placement in the next issue.

For more information, contact your UW Platteville Exponent advertising and business manager Rachel Schneider via e-mail at uwexponent@uwplatt.edu or at our office phone, 608-342-1471.

Color & Inserts

Color: Spot Color is available on every page of the Exponent for \$35 per color (2 color minimum) in addition to the cost of the ad. Full color is available on select pages of the Exponent for \$100 in addition to the cost of the ad.

Inserts: The cost is \$360 for our full run of 3,000 copies. All inserts must be 8 1/2 x 11 inches or folded to 8 1/2 x 11 inches. One sample copy or the first page of the desired insert should be sent to the Exponent office.

Discounts

1. UW-P affiliated student organizations receive a 20% discount.
2. A pre-payment discount of 10% applies if payment is received with the requested advertisement.
3. Receive 10% off the total cost of 4 ads or more. Ads must be contracted at the same time. Discount does not apply to national advertisers.

Terms & Agreements

1. The Exponent reserves the right to exclude those ads which are against Exponent policy.
2. The Exponent reserves the right to reconstruct ads for optimum appearance, to be proofed by the advertiser before publication.
3. Placement requests will be considered, but not always honored due to space constraints.
4. A copy of the complete advertising policy will be furnished on request.
5. Any outstanding bills past 90 days are subject to an additional fee.