







ADVERTISING GUIDE 2013

3600 papers each week

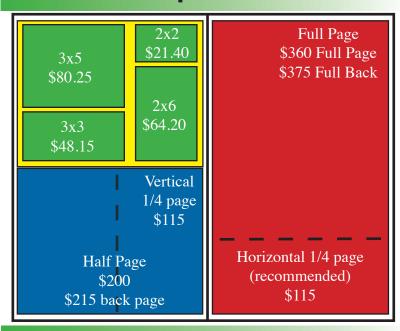
8262

students to reach

Your Ad

right here

Price: \$5.35 per column inch



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 $8 \frac{1}{2} \times 11$ inches or folded to $8 \frac{1}{2} \times 11$ 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.

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.

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.