

# EXPONENT

UNIVERSITY OF WISCONSIN-PLATTEVILLE



uwpxponent



@UWPExponent



UW-Platteville Exponent



UWPExponent.com

## ADVERTISING GUIDE 2016

3x5 \$80.25	2x2 \$21.40
3x3 \$48.15	2x6 \$64.20

3/2x8 Vertical 1/4 Page \$115	5x8 Half Page \$200 Back Page \$215
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5x16 Full Page \$360 Full Back \$375
5x4 Horizontal 1/4 Page (recommended) \$115

Full Image size is 5 columns by 14.5 inches

### 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 bills left beyond 90 days are subject to an additional fee.

### MECHANICALS

EPS file format is preferred but PDF is also a viable formatting option. Advertisements are measured as column inches by inches:

┌ 1 column is 1.86 inches wide ─┐

Example: 3x5 = 3 columns (5.58 inches) wide by 5 inches high

### DISCOUNTS

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

### COLOR & INSERTS

**Color:** Spot Color is available on every page of the *Exponent* for \$35 per color (2 color, \$70 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 advertisement.

**Inserts:** The cost is \$360 for our full run of 3,600 copies. All inserts must be 8 1/2 x 11 inches or folded to 8 1/2 x 11 inches. One sample copy of the desired insert should be sent to the *Exponent* office two weeks in advance (electronic proof PDFs are accepted). Requested inserts are shipped to Woodward 10 days prior to production date.

Woodward Printing Services  
11 Means Drive, PO Box 514  
Platteville, WI 53818  
(608) 348-2817 1-800-348-5515

### 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 percent late charge (whichever is greatest) or placement in the next issue.

For more information about advertising with the **Exponent** contact **Rebecca Koble** or **Katie Chorley** via email at **uwpxponent@gmail.com** or our office phone **608.342.1471**

**3,600 copies printed each week,  
reaching over 8,800 students  
place your ad with us today!**