

# EXPONENT

UNIVERSITY OF WISCONSIN-PLATTEVILLE

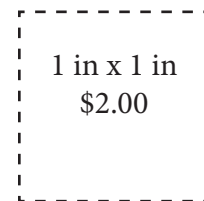
## On-Campus Advertising Guide 2022

2 in x 2 in \$8	4 in x 3 in \$24	3 in x 3 in \$18
3 in x 5 in \$30	5 in x 5 in \$50	

These are common dimensions with the calculated cost. Advertisements may be any size, with a minimum of 1 in x 1 in and maximum of 10 in x 16 in. Provided guide is 2:1 scale in length and height to sizes listed.

### MECHANICALS

Images must be in TIFF or PDF file format. Advertisements are measured and priced by square inches. One square inch costs \$2.00 (true-to-size reference provided below).



### TERMS AND AGREEMENTS

1. The Exponent reserves the right to exclude 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 provided on request.

### BUSINESS SPECIALS

15 percent off package of 4

20 percent off package of 6

25 percent off package of 8

Column Deals: purchase a package of 12 to be advertised alongside recurring columns during the semester. Contact for more information.

**800 copies printed each week reaching 250 subscribers, 15 Platteville City locations and over 6,500 students and 1,000 employees at UW-Platteville. Place your ad with us today!**

For more information about advertising with the *Exponent*, contact us at [uwpexponent@gmail.com](mailto:uwpexponent@gmail.com) or our office phone at 608.341.1471