

# UNIVERSITY OF WISCONSIN RIVER FALLS STUDENT VOICE

## 2010-2011 Rate card

### About us

*The Student Voice* is a six column, 12-inch broadsheet newspaper and Web site published weekly on Fridays during the fall and spring semesters at the University of Wisconsin-River Falls. Circulation of the printed edition is 3,000. The newspaper is supported by student fees and is distributed free on campus and in the community of River Falls, Wis.

### 2009-2010 Publication dates

During the 2010-2011 academic year, the *Student Voice* will be published on the following Fridays:

September: 17, 24

October: 1, 8, 15, 22, 29

November: 5, 12, 19

December: 3, 10

February: 4, 11, 18, 25

March: 4, 11, 25

April: 1, 8, 15, 22, 29

May: 6

**Note:** The *Student Voice* does not publish during the week of Thanksgiving, winter recess, spring break or summer break.

### Classified ads

**Campus rate:** \$10.00 per issue for up to 25 words and \$0.10 for each additional word.

**Off-campus rate:** \$20.00 per issue for up to 25 words and \$0.20 for each additional word.

*Display classified ads are not accepted.*

### Display ads

Display ads are measured in column inches, or the number of columns wide multiplied by the height in inches. Any combination of height in inches (up to 21") and whole columns wide (up to six columns) may be purchased. No fractions of columns may be purchased.

**Note:** Position requests are given reasonable consideration but will be regarded as requests only. Ad space is not available on the front, editorial or op-ed pages.

#### Display ad rates per column inch:

- Campus: \$6.00 per column inch
- Local: \$7.00 per column inch
- National: \$8.00 per column inch

**Display ad formats:** Camera-ready ads in PDF files are preferred (set resolution to 240 dpi or better). Do not use Microsoft Publisher to create display ads. Adobe Photoshop and PDF files are allowed. If the correct format is not given to us we will not be able to run the ad. Please size your ad to the correct dimensions. If this is not done the display ad will be placed as is without changes made. The size that is provided to us will be the size that the customer is charged for. If you need assistance in creating an ad, please contact our advertising staff at least one week prior to insertion. If you would like to place an ad with color please make sure you are using the correct resolution (240 dpi or better).

**Color advertising:** Spot color is available for an additional charge of \$125.00 per color for up to two colors.

- One color: \$125.00
- Two colors: \$250.00
- Full color: \$300.00

**Deadline for ad placement:  
10 a.m. CST/CDT the Tuesday prior to publication.  
No exceptions!**

## Examples of standard ad sizes

Size	Dimensions	Width	Depth
Full Page	6C x 21"	10.625"	21"
Half Page Horizontal	6C x 10.5"	10.625"	10.5"
Half Page Vertical	3C x 21"	5.25"	21"
Quarter Page	3C x 10.5"	5.25"	10.5"

## Column widths converted to inches

1 column = 1.667"	2 columns = 3.458"
3 columns = 5.25"	4 columns = 7.042"
5 columns = 8.833"	6 columns = 10.625"

## Online ads

Our Web site, [uwrvoice.com](http://uwrvoice.com), offers text ads and three types of display ads: IAB standard skyscraper (160 x 600 pixels), IAB standard leaderboard (728 x 90 pixels) and IAB medium rectangle (300 x 250 pixels). Unless otherwise arranged, your ad may run in rotation with those of other clients.

### Online text ad rate per month:

- Campus: \$40.00
- Local: \$50.00
- National: \$60.00

### Display rate per month:

- Campus: \$50.00
- Local: \$60.00
- National: \$70.00

### Notes:

- A minimum purchase of one month is required.
- Multiple display ads may run in rotation in each location on a page.
- Online ads may be purchased at any time. Please allow *at least* 72 hours for your ad to appear on our Web site.

## Preprinted inserts

Single-sheet inserts are charged at \$55.00 per 1,000 for those printed on standard paper or newsprint. Glossy, heavier stock or certain sizes may incur additional charges. A minimum of 3,000 may be inserted. Maximum finished size accepted is 11.55 x 12.5 inches.

The *Student Voice* **must** be contacted prior to placing inserts and reserves the right not to accept inserts that do not comply with our policies. Inserts must be delivered to our printer's preprint facility by **noon Wednesday** the week you would like your insert to be placed.

### Preprint facility:

Red Wing Republican Eagle  
2760 North Service Drive  
Red Wing, MN 55066  
Phone: (651) 388-8235

## Billing

We only accept cash or check as payment. We must have your billing information with the ad or the ad will not be run. An invoice will be sent along with a tearsheet as proof that your ad was placed. **A late fee of 5% each month will be assessed if the bill is not paid within 30 days.** If you are placing more than one ad or placing your ad in more than one issue, we have the option of billing you weekly or after your insertions are complete.

## Contact us

*Student Voice*  
Attn: Advertising Manager  
410 S. Third St.  
304 North Hall  
River Falls, WI 54022  
Phone: (715) 425-3624  
E-mail: [advertising@uwrvoice.com](mailto:advertising@uwrvoice.com)

This rate card is effective Sept. 1, 2010. The *Student Voice* reserves the right to update rates at anytime.

Last updated 10/20/2010.