
STUDENT VOICE

UNIVERSITY OF WISCONSIN RIVER FALLS

www.uwrvoice.com

2020-2021 Rate card

About us

The Student Voice is a monthly four-column tabloid newspaper and weekly website published during the fall and spring semesters at the University of Wisconsin-River Falls. Circulation of the printed edition is 1,000. The newspaper is supported by student fees and is distributed free on campus and in the community of River Falls, Wisconsin.

2020-2021 Publication dates

In response to the uncertainties created by the global pandemic, the *Student Voice* will not produce a print edition during fall semester 2020. A determination regarding spring semester 2021 will be made toward the end of fall semester 2020.

The *Student Voice* will continue to publish online. Please refer to our online advertising rates below.

Note: The *Student Voice* does not publish during winter recess or during the summer.

Classified ads

Campus rate: Verified students, faculty and staff of UW-River Falls may place classified advertising free of charge through uwrvoice.com/classifieds.

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

All classified advertising must be paid for in advance by cash or check. If paid by check, the check must first clear the bank before the advertisement will be run.

Online ads

Our website, 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: \$20.00
- Local: \$30.00
- National: \$40.00

Display rate per month:

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

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.

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 (digital or physical) 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

Email: advertising@uwrvoice.com

This rate card is effective Sept. 1, 2020. The *Student Voice* reserves the right to update rates at any time.

Last updated 01 Sep 2020.