

## 2022-2023 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.

### 2022-2023 Publication dates

During 2022-20223 the printed *Student Voice* will be published on the following dates:

- September 26
- October 17
- November 14
- December 12
- February 13
- March 13
- April 17

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

### 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 13.5") and whole columns wide (up to four 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 editorial or op-ed pages.

#### Display ad rates per column inch:

- Campus: \$4.00 per column inch
- Nonprofit: \$4.00 per column inch
- Local: \$5.00 per column inch
- National: \$6.00 per column inch

**Display ad formats:** Camera-ready ads in PDF files are required (set resolution to 240 dpi or

better). If the correct format is not provided 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. The size provided to us will be the size the customer is charged, rounding up to the nearest inch in height and column inch in width. If you need assistance creating an ad, 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. Four-color (full color) advertisements are available for a premium charge above the standard column inch rate.

One color: \$125.00

Two colors: \$250.00

Full color: \$300.00

### Examples of ad sizes (maximum image size)

Size	Dimensions	Width	Depth
Full Page	4C x 13.25"	10.5"	13.25"
Half Page Horizontal	4C x 6.625"	10.5"	6.625"
Island	3C x 10"	7.833"	10"
Half Page Vertical	2C x 13.25"	5.1665"	13.25"
Quarter Page	2C x 6.625"	5.1665"	6.625"

### Column widths converted to inches

1 column = 2.5"
2 columns = 5.1665"
3 columns = 7.833"
4 columns = 10.5"

## Classified ads

**Campus rate:** Verified students, faculty and staff of UW-River Falls may place online classified advertising free of charge through [uwrvoice.com/classifieds](http://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](http://uwrvoice.com), offers text ads and two types of display ads: IAB medium rectangle (300 x 250 pixels) and IAB leaderboard (728 x 90 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](mailto:advertising@uwrvoice.com)

This rate card is effective Sept. 21, 2022. The *Student Voice* reserves the right to update rates at any time.

Last updated 21 Sep 2022.