

Display Ads

Display ads are billed at \$5.35 per column inch.

Sizes

The Exponent is 5 columns (9.75 inches) wide by 15.5 inches tall. To calculate the cost of an ad, multiply the width of the ad in columns by the depth in inches.

*For Example: A 2 column by 4 inch ad would be \$42.80.
(2 x 4 = 8; 8 x \$5.35 = \$42.80)*

Full Back Page:	\$375.00
Full Page:	\$360.00
Half Back Page:	\$215.00
Half Page:	\$200.00
Quarter Page:	\$115.00

Color

Spot Color is available on every page of the Exponent for \$35 per color (2 color 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 ad.

Special Discounts

1. UW-P affiliated student organizations receive a 20% discount.
2. A pre-payment discount of 10% applies if payment is received with the requested advertisement.
3. Receive 10% off the total cost of 4 ads or more. Ads must be contracted at the same time. Discount *does not* apply to national advertisers.

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

Terms of Agreement

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 outstanding bills past 90 days are subject to an additional 10% charge.

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 or the first page of the desired insert should be sent to the Exponent office.

Copies for insertion should be delivered to:

Exponent
c/o Woodward Printing Services
Attn: Kirk Friederick
11 Means Drive
Platteville, WI 53818
Phone: (608) 348-2817
Fax: (608) 348-2816

A \$10 charge will be applied if additional inserts are delivered directly to the Exponent office.

Please specify the publication date. Inserts must arrive one week prior to publication.

Absolutely no emails or advertising in InDesign format.

Publication Dates (Thursdays)

January 28, 2010
February 4, 2010
February 11, 2010
February 18, 2010
February 25, 2010
March 4, 2010
March 11, 2010
March 25, 2010
April 1, 2010
April 8, 2010
April 15, 2010
April 22, 2010
April 29, 2010
May 6, 2010