

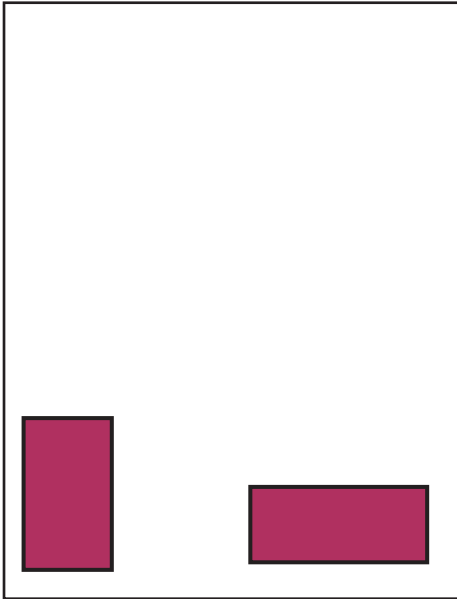
THE UNIVERSITY OF WISCONSIN - LA CROSSE

RACQUET

Schedule & Rates 2009-2010

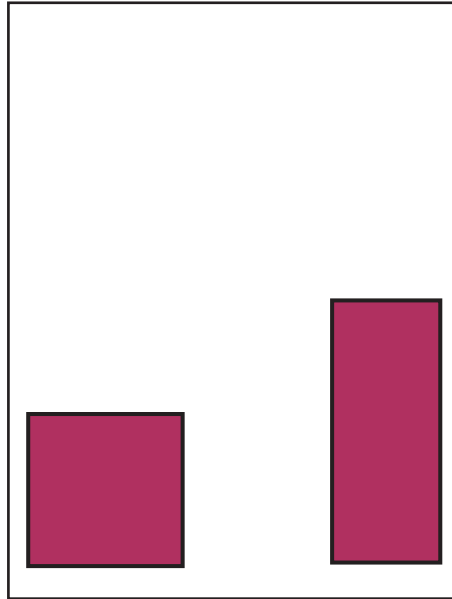
Sample Sizes

5" X 2"



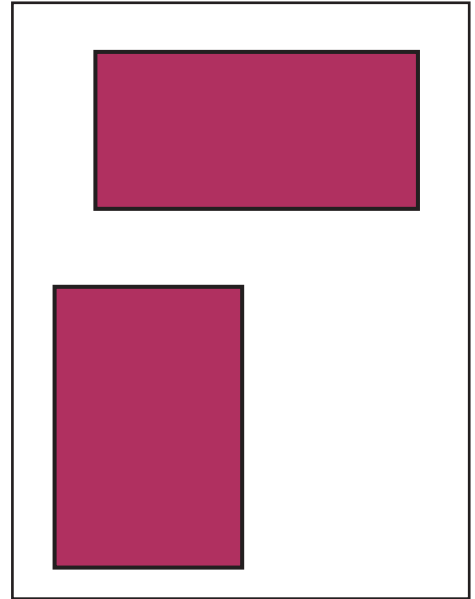
1/16 Page
Black & White: \$50
Color: \$100

5" X 4"



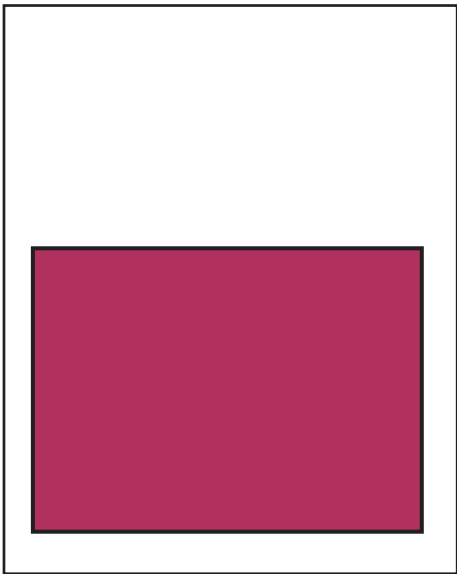
1/8 Page
Black & White: \$85
Color: \$135

5" X 8"



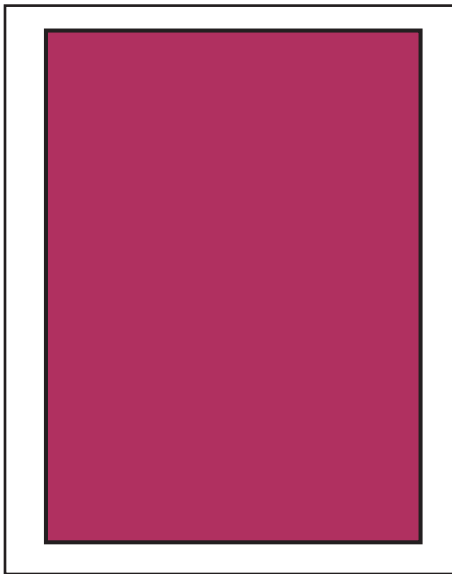
1/4 Page
Black & White: \$155
Color: \$205

10" X 8"



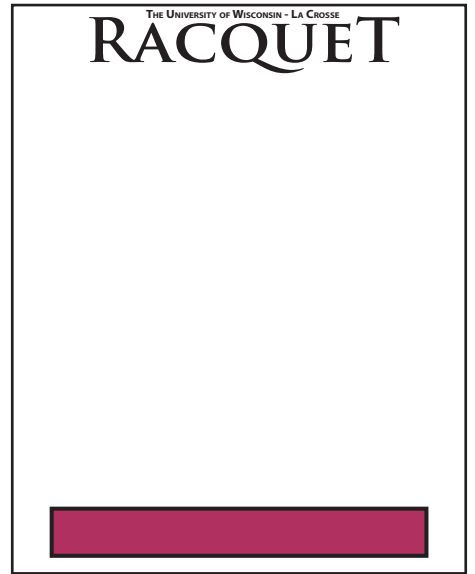
1/2 Page
Black & White: \$295
Color: \$345

10" X 16"



Full Page
Black & White: \$575
Color: \$625

11" X 1"



Strip Advertising
Black & White: from \$150
Color: \$200
 **price negotiable based on page placement

Publication Schedule
 2009 - 2010

Semester I
September 10, 17, 24
October 1, 8, 15, 22, 29
November 5, 12, 19
December 3 (Winter Break Edition)

Semester II
January 28
February 4, 11, 18, 25
March 4, 11 (Spring Break Issue), 25
April 1, 8, 15, 22, 29
May 6 (Graduation Edition)

Advertising Packages

Long-term contract packages are available for ad campaigns spanning more than one week.

Contact Advertising Director Alex Coopman for more information.

Advertisement Submission

Submit all advertisements by e-mail to

racquet@uwlax.edu

Include the name of your organization and the publication date in the subject line. Ads must be saved as a .pdf or .jpg file. **All ads must be submitted the Friday before the publication date.**

Classifieds

Put 30 words on the Classifieds Page for only \$7. Each additional word costs 15 cents.

Section Placement

To ensure your advertisement is noticed by your target demographic, you can request that the ad appear in a certain section. Choose from:

News - Weekly update of happenings on campus and around the community

Opinions - Writers weigh in on topics ranging from tuition hikes to national politics

Lifestyle - Student guide to informed and fashionable living

Spotlight - Weekly update of events on campus, from comedians to music performers

Sports - A rundown of the week in sports, at the college and professional levels

Inserts

Insertable advertisements cost \$575 for the first 4 pages, and \$100 for each subsequent sheet. Any insert must be submitted for approval at least two weeks prior to the publication date. Contact Alex Coopman for availability.

Online Advertising

Online advertising is growing more popular as more people look to the Internet for their news. An advertisement on theracquet.net reaches not only the 10,000 students and faculty on campus, but visitors throughout the community, the state, and around the world.

Your advertisement will appear exclusively on our web site for one week when you purchase a print ad and pay the online publication fee. Print sizes and their corresponding fees are listed below:

1/4 page - \$25 additional fee

1/2 page - \$20 additional fee

full page - \$15 additional fee

Check with your advertising representative for more information and availability.

Contacts

Rates and Ad Designs:

Alex Coopman
Advertising Director
racquet@uwlax.edu
(608) 785-8381

To set up an appointment:

Brian Blanchette
Advertising Representative
racquetadvert@uwlax.edu
(608) 785-8381

Billing Questions:

Nick Herro
Publisher
racquetbusine@uwlax.edu
(608) 785-8381

Editorial Questions:

Nik Nelson
Editor in Chief
racqueteditor@uwlax.edu
(608) 785-8378

Mailing Address:

The Racquet
231 Cartwright
1725 State St
La Crosse, WI 54601

About UW-L

The University of Wisconsin - La Crosse is home to more than 10,000 students studying in 44 different disciplines. It is one of the most competitive Universities in the UW-System. More than three-fourths of all full-time faculty have earned a doctoral or terminal degree in their field, and more educators are on the way with the passage of a new initiative last year that will bring in more instructors and more students.

New construction on the football stadium and demolition of old dormitories is underway to further expand our infrastructure and make room for an even larger, more diverse student population.

There are more than 150 different student groups on campus that encompass a variety of interests and fields, from the English Club to the Triathlon Club. Students are involved in a variety of governing bodies, such as the Student Association or Residence Hall Association Council.

About *The Racquet*

Published weekly, *The Racquet* is an independent, student-run newspaper. Roughly 2,000 copies are distributed every Wednesday to each academic building on campus and in select dorms, and reach a community of more than 10,000. It has been the University of Wisconsin - La Crosse's official news source since 1910. The campus generates \$149 million of revenue for the city, and the *Racquet* is the most direct and cost efficient means to target this market of young consumers.



About Our Advertisers

Our advertisers represent a variety of national and local business and organizations in many different industries.



Milwaukee Bucks



Jimmy John's



Northwestern Health Sciences University



Peace Corps



Advertising Policy

The *Racquet* reserves the right to reject an advertisement deemed objectionable due to illustration, content, wording, or setup. The *Racquet* will refuse false, deceptive, or offensive copy or illustrations. All advertisements will be reviewed by the Advertising Director and Editor in Chief prior to publication. All policies are subject to change. Contact the Advertising Director or Editor in Chief with any questions.

Any claims or disputes must be raised with the Publisher or Editor in Chief within 90 days. After that time period any claim or dispute will not be entertained.

THE RACQUET
 "YOUR NEWS. YOUR HOME. YOUR VOICE."

Advertising: (608) 785-8381 racquet@uwlax.edu
 Editorial: (608) 785-8378 racqueteditor@uwlax.edu

Phone _____

Email _____

Your Advertising Representative