

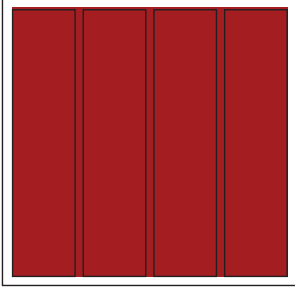
M digitalBURG.com MULESKINNER

UNIVERSITY ADVERTISING RATES

PRINT

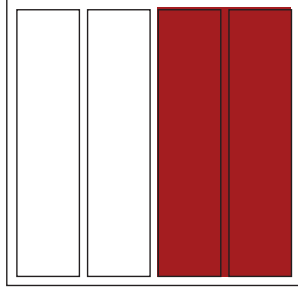
FULL PAGE \$300

4 columns x 10 inches



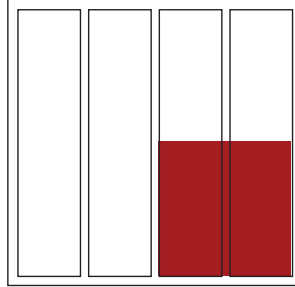
HALF PAGE \$150

2 columns x 10 inches



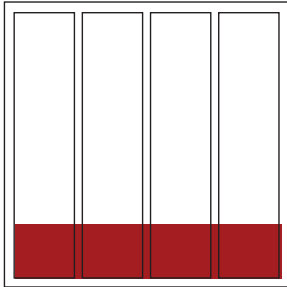
QUARTER PAGE \$75

2 columns x 5 inches



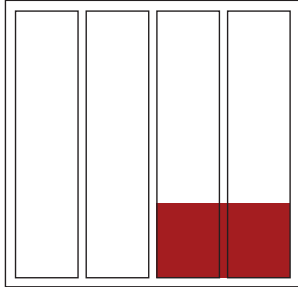
FRONT PAGE BANNER \$200

4 columns x 2 inches



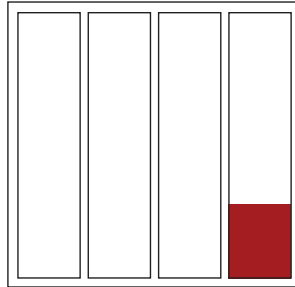
EIGHTH PAGE \$38

2 columns x 2.5 inches



SIXTEENTH \$20

one column x 2.5 inches



WEB AD <i>(on one of our websites)</i>	SIZE <i>(in pixels)</i>	COST <i>(monthly)</i>
BANNER BAR <i>on all pages of the website</i>	728x60 (dB)	\$200
RIGHT SQUARE BOX <i>on the front page</i>	300x250	\$100
RIGHT SQUARE BOX <i>on the inside pages</i>	300x250	\$100
RIGHT COLUMN BAR <i>on the inside pages</i>	120x600	\$100

Add \$50 for each additional 50 pixels in height.

THE MULESKINNER

Martin 136 UCM, Warrensburg, MO 64093

PHONE: 660-543-4051

FAX: 660-543-8663

muleskinnerads@ucmo.edu

REPEAT CLIENTS:

Buy a 1 quarter page or larger ad, get a web ad for half price.

MULTIPLE RUNS:

Print: 10% discount for buying 4-5 ads. 20% for 6 or more ads per semester.

Online: Buy 3 months, get 1 month free.

CLASSIFIEDS:

The Muleskinner Print & Web Classified Advertisement rate is \$10 for 40 words per week, \$2 more for a logo, and must be prepaid.

INSERTS:

Freestanding ads inserted into the newspaper are \$150 for inserts of up to 8 pages or \$300 for inserts up from 10 to 16 pages.

SOCIAL MEDIA POSTS:

Post your own message to the Muleskinner Facebook or Twitter account for \$5 per post.

BUNDLE PRINT/TV/ONLINE:

Buy a full-page for three months or three issues, we'll add a dB box ad for three months and your own 30-second UCM-TV spot for the semester.

Buy half-page ad for three months or three issues, we'll add a dB box ad for three months and a part in a 30-second UCM-TV spot for the semester.

Buy a quarter-page ad or insert your preprinted ad (up to eight pages) for three months or three issues, and we'll throw in a dB box ad for three months OR a part in a 30-second UCM-TV spot for the semester.

**ADD COLOR
TO YOUR AD**

and make your message stand out

One Spot Color \$75
Full Process Color \$150

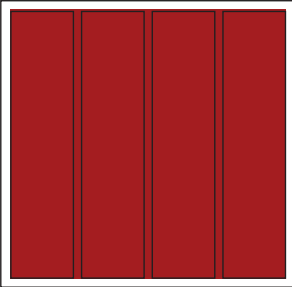
M digitalBURG.com

MULESKINNER

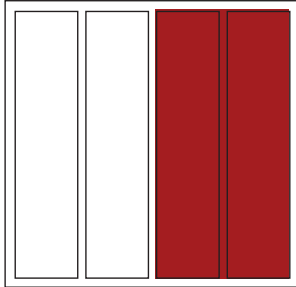
LOCAL ADVERTISING RATES

PRINT

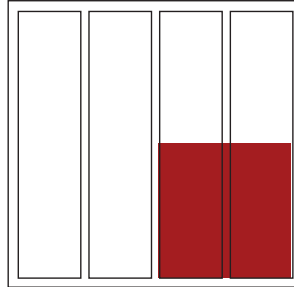
FULL PAGE \$360
4 columns x 10 inches



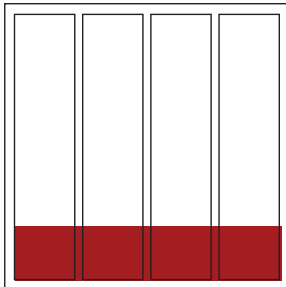
HALF PAGE \$180
2 columns x 10 inches



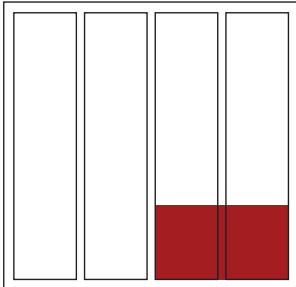
QUARTER PAGE \$90
2 columns x 5 inches



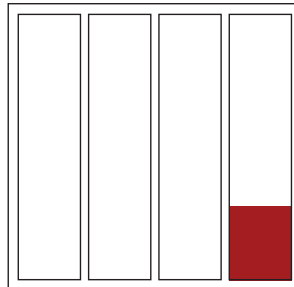
FRONT PAGE BANNER \$200
4 columns x 2 inches



EIGHTH PAGE \$45
2 columns x 2.5 inches



SIXTEENTH \$25
one column x 2.5 inches



WEB AD <i>(on one of our websites)</i>	SIZE <i>(in pixels)</i>	COST <i>(monthly)</i>
BANNER BAR <i>on all pages of the website</i>	728x60 (dB)	\$200
RIGHT SQUARE BOX <i>on the front page</i>	300x250	\$100
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One Spot Color \$75
Full Process Color \$150

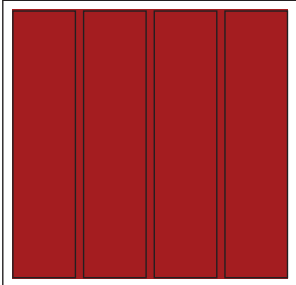
M digitalBURG.com MULESKINNER

NATIONAL ADVERTISING RATES

PRINT

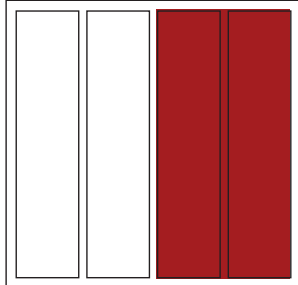
FULL PAGE \$540

4 columns x 10 inches



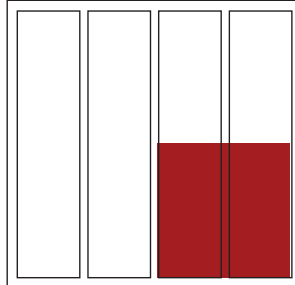
HALF PAGE \$270

2 columns x 10 inches



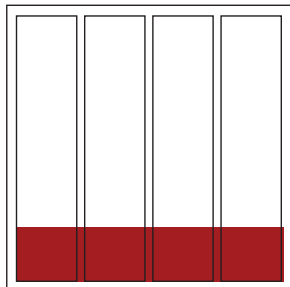
QUARTER PAGE \$135

2 columns x 5 inches



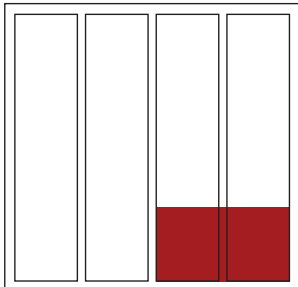
FRONT PAGE BANNER \$200

4 columns x 2 inches



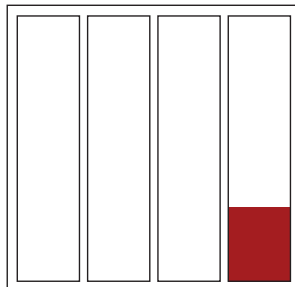
EIGHTH PAGE \$68

2 columns x 2.5 inches



SIXTEENTH \$34

one column x 2.5 inches



WEB AD

(on one of our websites)

SIZE

(in pixels)

COST

(monthly)

BANNER BAR

on all pages of the website

728x60 (dB)

\$200

RIGHT SQUARE BOX

on the front page

300x250

\$100

RIGHT SQUARE BOX

on the inside pages

300x250

\$100

RIGHT COLUMN BAR

on the inside pages

120x600

\$100

Add \$50 for each additional 50 pixels in height.

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