UNIVERSITY ADVERTISING RATES

PRINT

<table>
<thead>
<tr>
<th>SIZE</th>
<th>COST (monthly)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$300</td>
</tr>
<tr>
<td>4 columns x 10 inches</td>
<td></td>
</tr>
<tr>
<td>HALF PAGE</td>
<td>$150</td>
</tr>
<tr>
<td>2 columns x 10 inches</td>
<td></td>
</tr>
<tr>
<td>QUARTER PAGE</td>
<td>$75</td>
</tr>
<tr>
<td>2 columns x 5 inches</td>
<td></td>
</tr>
</tbody>
</table>

WEB AD

<table>
<thead>
<tr>
<th>SIZE</th>
<th>COST (monthly)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BANNER BAR</td>
<td>$200</td>
</tr>
<tr>
<td>on all pages of the website</td>
<td>728x60</td>
</tr>
<tr>
<td>RIGHT SQUARE BOX</td>
<td>$100</td>
</tr>
<tr>
<td>on all pages of the website</td>
<td>300x250</td>
</tr>
</tbody>
</table>

Add $50 for each additional 50 pixels in height.

SOCIAL MEDIA POSTS:
Post your own message to the Muleskinner Facebook or Twitter account for $5 per post.

MULTIPLE RUNS:
Print: 10% discount for buying 3 ads. 20% for 4 or more ads.
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 of 10 to 16 pages.

BUNDLE PRINT/TV/ONLINE:
Buy a full-page ad in three issues, we’ll add an online box ad for three months and your own 30-second Central-TV spot for the semester.
Buy a half-page ad for three issues, we’ll add an online box ad for three months and a part in a 30-second Central-TV spot for the semester.
Buy a quarter-page ad or insert your preprinted ad (up to eight pages) for three issues, and we’ll throw in an online box ad for three months OR a part in a 30-second Central-TV spot for the semester.

ADD COLOR TO YOUR AD

One Spot Color $75
Full Process Color $150
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

SIZE
(Cost)
(in pixels)
(montly)

BANNER BAR
on all pages of the website
728x60
$200

RIGHT SQUARE BOX
on all pages of the website
300x250
$100

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THE MULESKINNER
Martin 136 UCM, Warrensburg, MO 64093
PHONE: 660-543-4051    FAX: 660-543-8663
muleskinnerads@ucmo.edu

ADD COLOR TO YOUR AD
and make your message stand out

One Spot Color $75
Full Process Color $150
# NATIONAL ADVERTISING RATES

## PRINT

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<tr>
<td>FULL PAGE 4 columns x 10 inches</td>
<td>$540</td>
</tr>
<tr>
<td>HALF PAGE 2 columns x 10 inches</td>
<td>$270</td>
</tr>
<tr>
<td>QUARTER PAGE 2 columns x 5 inches</td>
<td>$135</td>
</tr>
</tbody>
</table>

**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**

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FAX: 660-543-8663  
muleskinnerads@ucmo.edu

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**ADD COLOR TO YOUR AD**

One Spot Color $75  
Full Process Color $150