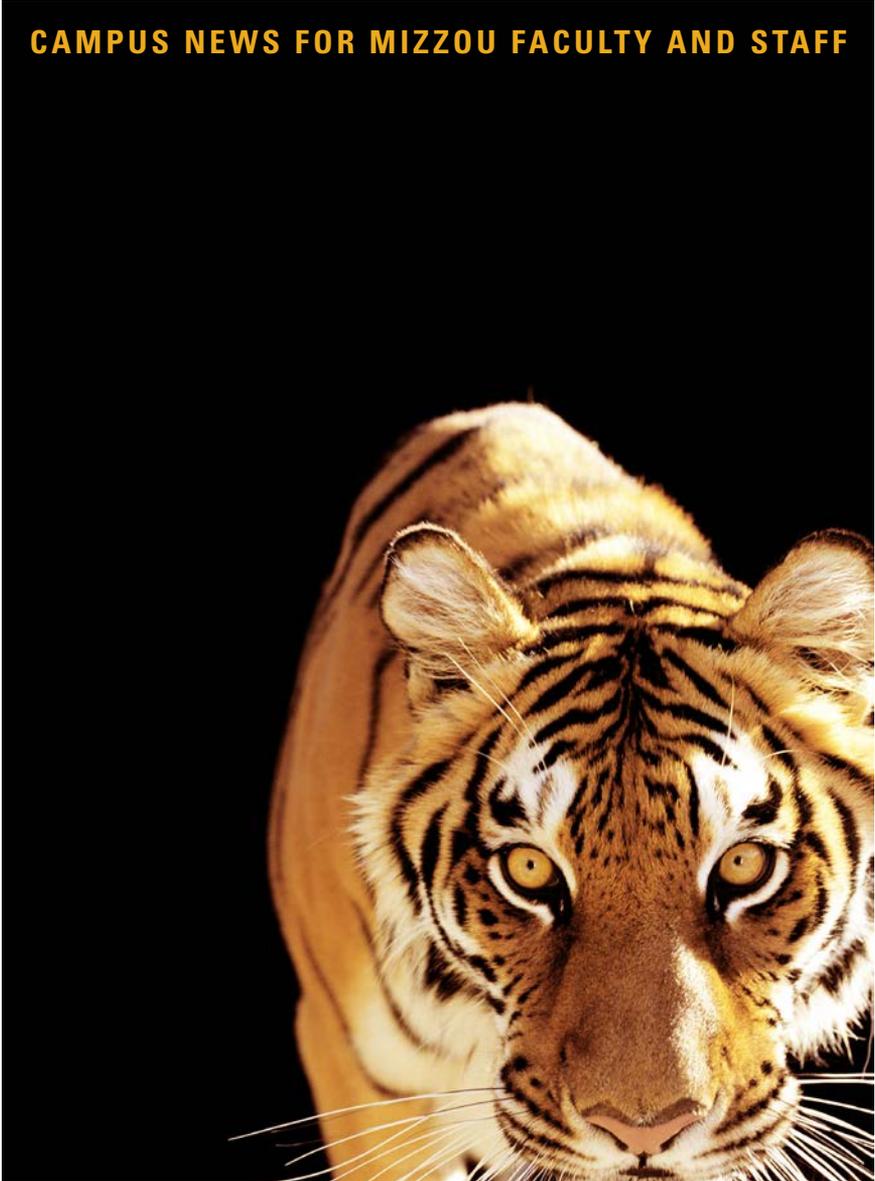


MIZZOU WEEKLY

ADVERTISING

CAMPUS NEWS FOR MIZZOU FACULTY AND STAFF



KEY DATA

Established in 1978, Mizzou Weekly is a print and digital newspaper for faculty and staff at the University of Missouri. Mizzou Weekly is published every Thursday during the academic year by Publications and Alumni Communication, a department of University Affairs.



9,000+

print copies per week

14,000

employees

9,000+

unique visitors per month

SERVICES

- Print and online publication
- Full-service strategy consultation
- Complimentary in-house design

web

print

MIZZOU WEEKLY

ABOUT CALENDAR CLASSIFIEDS ARCHIVE ADVERTISE

Staff member reflects on MU's 150th as the 175-year celebration nears

AD SPACE
230 x 120 px

AD SPACE
230 x 350 px

Recent issues

Oct. 21, 2016	Volume 38, No. 17
Oct. 14, 2016	Volume 38, No. 16
Oct. 07, 2016	Volume 38, No. 15
Oct. 01, 2016	Volume 38, No. 14
Sept. 24, 2016	Volume 38, No. 13
Sept. 17, 2016	Volume 38, No. 12
Sept. 10, 2016	Volume 38, No. 11
Sept. 03, 2016	Volume 38, No. 10
Aug. 27, 2016	Volume 38, No. 9
Aug. 20, 2016	Volume 38, No. 8
Aug. 13, 2016	Volume 38, No. 7

MIZZOU WEEKLY

Volume 38, No. 18 THE UNIVERSITY OF MISSOURI: CELEBRATING 150 YEARS IN 2016 October 28, 2016

Inside

Staff member and spouse open winery

AD SPACE
230 x 120 px

AD SPACE
230 x 350 px

Recent issues

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Aug. 13, 2016	Volume 38, No. 7

Visit mizzouweekly.missouri.edu

To request a print copy, contact Brittney at 573-884-1278

INTEGRATED ADVERTISING

PRINT + ONLINE ADVERTISING



Combine print and online ads and get 20% off the regular web price.

➔ STEP 1: Pick your print size

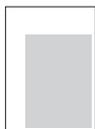
Prices shown reflect a \$7 per column inch rate for single ads. Other sizes are available (4" minimum). Call us to determine what best fits your promotional plans.

FULL PAGE



5 column
10.13" w x 13.5" h
60p9 w x 82p h
\$472.50

2/3 PAGE

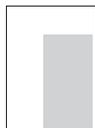


4 column
8.07" w x 11" h
48p5 w x 65p3 h
\$308.50

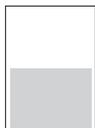


5 column
10.13" w x 8.5" h
60p9 w x 51p7 h
\$297.50

1/2 PAGE

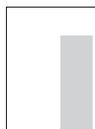


3 column
6" w x 11" h
36p1 w x 65p3 h
\$231.00



5 column
10.13" w x 7" h
60p9 w x 41p h
\$245.00

1/3 PAGE



2 column
3.95" w x 11" h
23p8 w x 65p3 h
\$154.00



3 column
6" w x 7.5" h
36p1 w x 45p h
\$157.50



4 column
8.07" w x 5.5" h
48p5 w x 32p3 h
\$154.00

1/4 PAGE



3 column
6" w x 5.5" h
36p1 w x 32p3 h
\$115.50



4 column
8.07" w x 4" h
48p5 w x 24p h
\$112.00



5 column
10.13" w x 3.5" h
60p9 w x 19p6 h
\$122.50

➔ STEP 2: Choose your web size

Ads are displayed throughout the site. Semester reservations include 15 issues. Integrated advertising prices (with 20% discount applied) are shown in bold below.

SIZE	DIMENSIONS	PRICE (week)	PRICE (semester)
Small	230 x 120 pixels	\$35 \$28 per week	\$375 \$300 per semester
Medium	230 x 230 pixels	\$60 \$42 per week	\$600 \$480 per semester
Large	230 x 350 pixels	\$85 \$68 per week	\$900 \$720 per semester

RATES

CLASSIFIED LINE ADS: \$9 for up to a 30-word line

DISPLAY: \$7 per column inch to be charged in half-inch increments

COLOR: Spot = \$100 per color; Full (four-color) = \$360

DISCOUNTS: Clients who advertise in every issue (or place a total of 15 ads during the semester) will be billed at \$6 per column inch.

DEADLINES

SPACE RESERVATION: 5 p.m. Monday the week prior to publication

COPY FOR ADS TO BE DESIGNED: Noon Wednesday the week prior to publication

CLASSIFIED COPY: Noon Thursday the week prior to publication

CAMERA READY ADS: Noon Friday the week prior to publication

WEB ADS: 2 weeks prior to scheduled publish date

AD SPECIFICATIONS

Camera ready ad files should be submitted as PDFs. We prefer to also receive the files packaged in the original program format, such as InDesign. Please create files in the intended color mode (grayscale, spot color, or CMYK) and ensure that they are built in the correct dimensions.

AD WIDTH	INCHES	PICAS/ POINTS
1 column	1.89"	11p4
2 columns	3.95"	23p8
3 columns	6.0"	36p1
4 columns	8.07"	48p5
5 columns	10.13"	60p9



Publications and
Alumni Communication

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