The Marquette Wire is the official student media news source of Marquette University. The Wire publishes content daily on our website as well as through our four mediums: The Marquette Tribune, Marquette Journal, MUTV and Marquette Radio.

Debuting in January 2014, the Wire brought together the campus newspaper, magazine, radio station, television station and advertising department to form a student-run multimedia outlet.

The Wire covers issues that are relevant to students, faculty and staff, including campus life, higher education, university athletics, and the Milwaukee area.

Our facilities are located on the second floor of Johnston Hall.
DISTRIBUTION INFORMATION

Circulation
- Campus Newspaper Stands
- Newspaper Drop-Off Locations
- Delivery Date/Time
- MU Audience

<table>
<thead>
<tr>
<th>Circulation</th>
<th>Number</th>
<th>Date/Time</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus Newspaper Stands</td>
<td>52</td>
<td>Tuesday/1:00 p.m.</td>
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<tr>
<td>Newspaper Drop-Off Locations</td>
<td>95</td>
<td></td>
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</tr>
<tr>
<td>Delivery Date/Time</td>
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<td>11,426 Students</td>
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</tbody>
</table>

Product Line-Up

The Marquette Tribune
Print Advertising
Marquettewire.org
Digital Advertising
Tribune Newspaper Inserts
Print Advertising
Tribune Newspaper Stands
Display Advertising
## UNIVERSITY Rates at a Glance

<table>
<thead>
<tr>
<th>Display Ads</th>
<th>Dimensions</th>
<th>Column Inches</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>10.25” x 15”</td>
<td>75 CI</td>
<td>$618.75</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>10.25 “ x 7.5”</td>
<td>37.5 CI</td>
<td>$309.38</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>4.0625” x 15”</td>
<td>30 CI</td>
<td>$247.50</td>
</tr>
<tr>
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<td>10.25” x 3.75”</td>
<td>18.75 CI</td>
<td>$154.69</td>
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<tr>
<td>Quarter Page Vertical</td>
<td>4.0625” x 5”</td>
<td>10 CI</td>
<td>$82.50</td>
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## LOCAL Rates at a Glance

<table>
<thead>
<tr>
<th>Display Ads</th>
<th>Dimensions</th>
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<th>Price</th>
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</thead>
<tbody>
<tr>
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<td>10.25” x 15”</td>
<td>75 CI</td>
<td>$843.75</td>
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<tr>
<td>Half Page Horizontal</td>
<td>10.25 “ x 7.5”</td>
<td>37.5 CI</td>
<td>$421.88</td>
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<td>4.0625” x 15”</td>
<td>30 CI</td>
<td>$337.50</td>
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<tr>
<td>Quarter Page Horizontal</td>
<td>10.25” x 3.75”</td>
<td>18.75 CI</td>
<td>$210.94</td>
</tr>
<tr>
<td>Quarter Page Vertical</td>
<td>4.0625” x 5”</td>
<td>10 CI</td>
<td>$112.50</td>
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## NATIONAL Rates at a Glance

<table>
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<th>Price</th>
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<td>10 CI</td>
<td>$152.50</td>
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</table>
Your advertisement will be displayed once a week on 44 campus newspaper stands.

Rate: $400/per week
14” x 11”, Full-Color

Schedule your advertisement to be inserted into 3,000 newspapers. Inserts and/or artwork must be delivered to the printer one week prior to the publication date.

Base Cost: $300/per week

Printing In-House:

<table>
<thead>
<tr>
<th>Style</th>
<th>Cost</th>
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<tbody>
<tr>
<td>BW 1 Side</td>
<td>+$288.65</td>
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<tr>
<td>BW 2 Sides</td>
<td>+$322.00</td>
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<tr>
<td>Color 1 Side</td>
<td>+$388.70</td>
</tr>
<tr>
<td>Color 2 Sides</td>
<td>+$561.20</td>
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</table>

*Contact Sales Manager for more information*
The MarquetteWire.org features content from our four mediums, all in one location. Our platform streamlines the way sports, entertainment, news, video and music are disseminated to the Marquette viewer. Advertising packages are available for print and online, with a weekly up-to-date analytical report.

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>PIXEL</th>
<th>1 WEEK</th>
<th>4 WEEKS</th>
<th>8 WEEKS</th>
<th>16 WEEKS</th>
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</thead>
<tbody>
<tr>
<td>Tower Button</td>
<td>300 x 500</td>
<td>$150</td>
<td>$500</td>
<td>$900</td>
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<tr>
<td>Side Button</td>
<td>300 x 250</td>
<td>$100</td>
<td>$300</td>
<td>$540</td>
<td>$ 960</td>
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<tr>
<td>SUN</td>
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<tr>
<td>MON</td>
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<tr>
<td>TUE</td>
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<tr>
<td>THU</td>
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<td>FRI</td>
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<tr>
<td>SAT</td>
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</tbody>
</table>

- Artwork is due Thursday at 5:00 pm
- Contracts are due Friday at 3:00 pm
Sales Manager
Adriana Bonilla
414-288-1738

Executive Director
Jennifer Walter
414-288-1739

@marquettewire  MU_Wire  @MU_Wire