

MARQUETTE WIRE

Media Kit 2022-2023



ABOUT US



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.

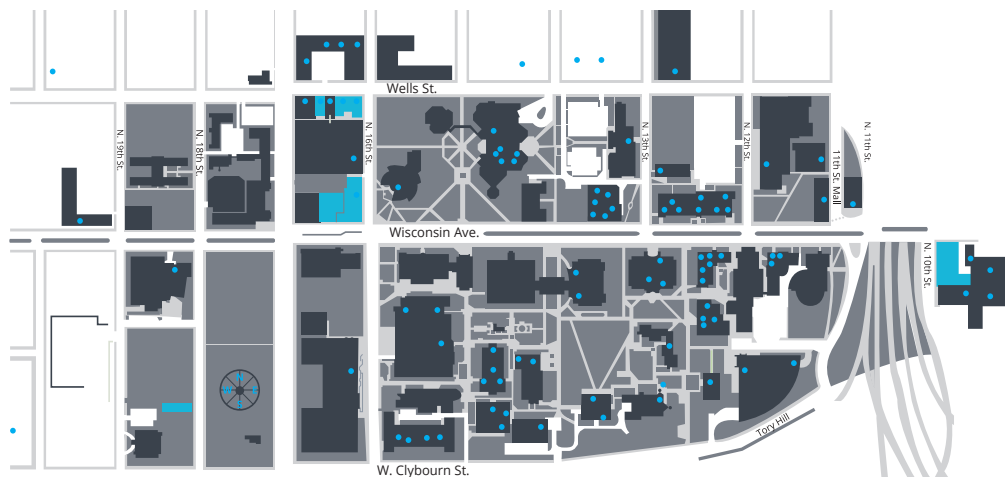
The Wire covers issues that are relevant to students, faculty and staff, including campus life, higher education, university athletics, and the Milwaukee area.

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

DISTRIBUTION INFORMATION

CIRCULATION

- Campus Newspaper Stands	52
- Newspaper Drop-Off Locations	95
- Delivery Date/Time	Tuesday/1:00 p.m.
- MU Audience	11,605 Students



PRODUCT LINE-UP

MarquetteWire.org
Digital Advertising

The Marquette Tribune
Print Advertising

The Marquette Journal
Print Advertising

Tribune Newspaper Inserts
Print Advertising

Tribune Newspaper Stands
Display Advertising

PRODUCTS AND PRICING

UNIVERSITY RATES AT A GLANCE

Display Ads	Dimensions	Column Inches	Price
Full Page	10.25" x 15"	75 CI	\$618.75
Half Page Horizontal	10.25 " x 7.5"	37.5 CI	\$309.38
Half Page Vertical	4.0625" x 15"	30 CI	\$247.50
Quarter Page Horizontal	10.25" x 3.75"	18.75 CI	\$154.69
Quarter Page Vertical	4.0625" x 5"	10 CI	\$82.50

LOCAL RATES AT A GLANCE

Display Ads	Dimensions	Column Inches	Price
Full Page	10.25" x 15"	75 CI	\$843.75
Half Page Horizontal	10.25 " x 7.5"	37.5 CI	\$421.88
Half Page Vertical	4.0625" x 15"	30 CI	\$337.50
Quarter Page Horizontal	10.25" x 3.75"	18.75 CI	\$210.94
Quarter Page Vertical	4.0625" x 5"	10 CI	\$112.50

NATIONAL RATES AT A GLANCE

Display Ads	Dimensions	Column Inches	Price
Full Page	10.25" x 15"	75 CI	\$1143.75
Half Page Horizontal	10.25 " x 7.5"	37.5 CI	\$571.88
Half Page Vertical	4.0625" x 15"	30 CI	\$457.50
Quarter Page Horizontal	10.25" x 3.75"	18.75 CI	\$285.94
Quarter Page Vertical	4.0625" x 5"	10 CI	\$152.50

MEDIA MIX

NEWSPAPER STAND

NEWSPAPER INSERTS



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:

BW 1 Side	+\$288.65
BW 2 Sides	+\$322.00
Color 1 Side	+\$388.70
Color 2 Sides	+\$561.20

Inserts can be sent to:


Port Publications
Attn. Insert Department 125
E. Main Street
Port Washington, WI 53074
262.284.3494

*Contact Sales Manager for more information

DIGITAL ADVERTISING

The MarquetteWire.org features content from our four mediums, all in one location. Our platform streamlines the way sports, entertainment, news, opinions, video and music are disseminated to the Marquette viewer. Advertising packages are available for print and online.

LOCATION	PIXEL	1 WEEK	4 WEEKS	8 WEEKS	16 WEEKS
Tower Button	300 x 500	\$150	\$500	\$900	\$1,600
Side Button	300 x 250	\$100	\$300	\$540	\$ 960
Newsletter Banner	1200 x 800		\$150		




MARQUETTEWIRE

TRIBUNE • JOURNAL • MUtv • mur

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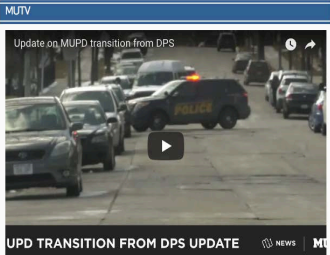
[HOME](#) [NEWS](#) [SPORTS](#) [A & E](#) [OPINIONS](#) [JOURNAL](#) [MUTV](#) [MORE](#)



Summer RUNDOWN


Summer rundown: Beard inks pro contract, men's basketball aggressively recruits Class of 2020

John Steppe, Executive Sports Editor | June 26, 2018



Update on MUPD transition from DPS


MUPD TRANSITION FROM DPS UPDATE



Research Opportunity for Healthy Subjects

Visit [bloodstudy.org](#) or email us at ARL@bcw.edu for more information.

BLOODCENTER of Marquette



HAGGERTY MUSEUM OF ART

EXHIBITIONS ON VIEW


FEBRUARY 2 - MAY 20, 2018

FREE ADMISSION

[marquette.edu/haggerty](#)

Marquette Radio

CALENDAR

 = Tribune print date

- Artwork is due Thursday at 5:00 pm
- Contracts are due Friday at 3:00 pm

August 2022

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

October 2022

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

December 2022

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February 2023

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

April 2023

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

September 2022

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

November 2022

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

January 2023

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

March 2023

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

May 2023

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6



Marquette Wire
JOURNAL
advertising

OPTIONS

	DIMENSIONS	PRICE
FULL PAGE	8.5" x 10.5"	\$773.44
HALF-PAGE HORIZONTAL	8.5" x 5.5"	\$386.73
HALF-PAGE VERTICAL	4.25" x 10.5"	\$309.38

MARQUETTE WIRE CONTACT

Sales Manager

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Executive Director

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