

The University of Wisconsin- La Crosse
RACQUET

Insertion Order

For Use by Racquet Staff:
 Received by: _____
 Date Received: _____
 Reference Number: _____

Organization Name: _____
 Contact Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____

Phone (____)-____-_____
 Fax: (____)-____-_____
 E-mail: _____

ADVERTISING OPTIONS

Ad Title: _____ Week(s) for publish: _____ - _____

Rate Schedule (Mark with an X)

Ex. (Jan 1 - Jan 7)

Placement:

Size:

- Home Top Center (\$100) 300x300 (1/4 size)
- Home Top Right (\$75) 300x300 (1/4 size)
- Home Top Left (\$75) 300x300 (1/4 size)
- Home Top Wide Area (\$125) 500x500 (1/2 size)
- News Story & Social Media (\$150) Full page
- Extra Social Media Posts _____ (\$20 per post)

- One Extra Week (\$25)
- Two Extra Weeks (\$45)
- Three Extra Weeks (\$60)
- One Extra Month (\$70)

More than a month? Contact our Advertising Director

SPECIAL OPTIONS

Kiosk/Newstand Options

Run Dates: _____ - _____

- 1/4 Page Paper flyer Ad (\$35 per 7 days)
- 1/2 Page Paper flyer Ad (\$45 per 7 days)
- Full Page Paper Flyer Ad (\$55 per 7 days)

CREATIVE SERVICES

The Racquet offers simple ad creation service. Send your detailed resquests and materials to the Editor-in-Chief or Advertising Director (mark with X).

Content Creation

Additional Charges

Ad Design: _____ \$35
 Editing: _____ \$15
 Flyer Design: _____ \$30

Late Submissions: _____ \$25
 Reformatting: _____ \$15

SIGNATURE & PAYMENT

- *The Racquet* is doing it's part to go green. All invoices will be sent via e-mail to the addresss provided above. Please include an additions \$5.00 fee if you prefer your invoice and proof of publication to be sent via standard mail.
- All payments must be presented at the time of meeting with Ad Director or at minimum one day prior to the run date in order for the ad to be published and honored.
- Total due: \$_____ (based on ad size and number of run dates)
- If the quoted rate is lower than indicated in the rate schedules above, please explain: _____

- Method of payment Check (enclosed) Invoice me (Only for Current business partners, please)

Client's Signature: _____ Date: _____ Ad Directors Initials: _____

By signing, you agree to the terms and conditions listed on the reverse of this page.