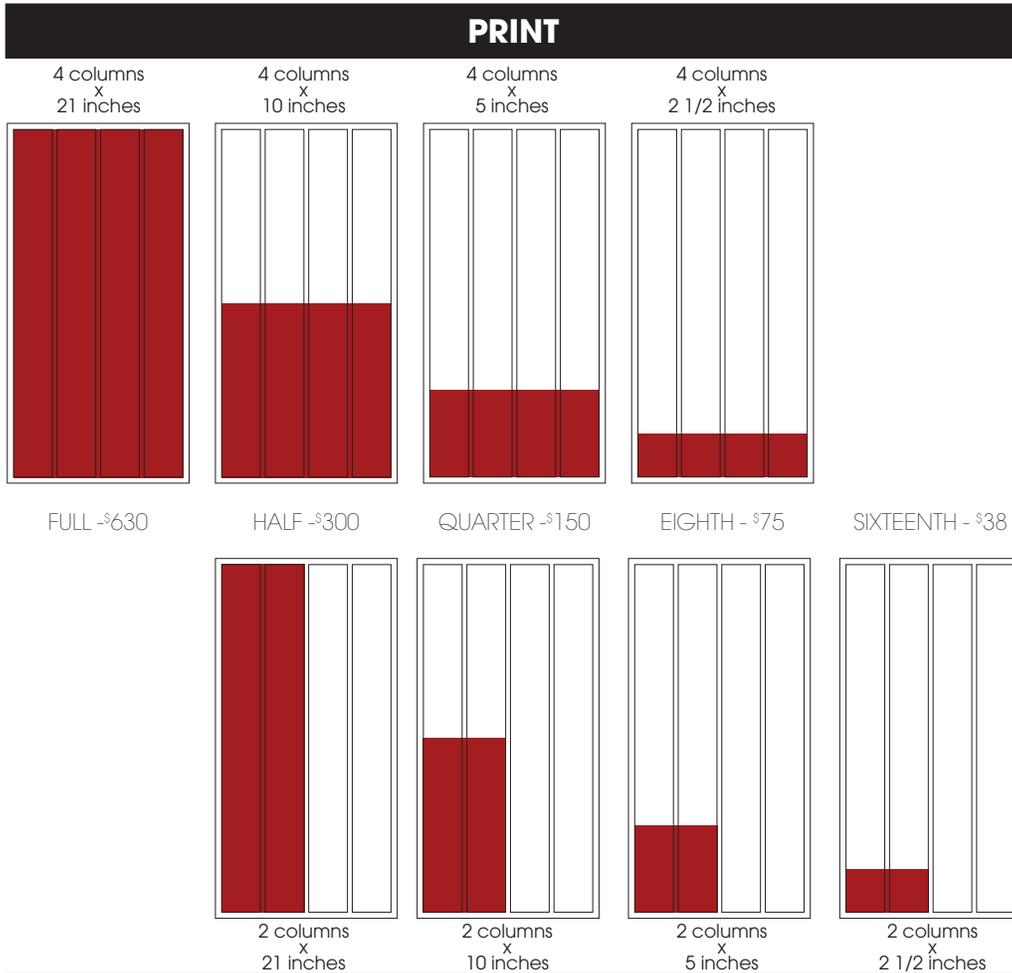


Muleskinner

UNIVERSITY ADVERTISING RATES



WEB AD <i>(on one of our websites)</i>	SIZE <i>(in pixels)</i>	COST <i>(monthly)</i>
BANNER BAR <i>on all pages of the website</i>	728x60 (dB) 728x90 (MS)	\$200
RIGHT SQUARE BOX <i>on the front page</i>	300x250	\$100
RIGHT SQUARE BOX <i>on the inside pages</i>	300x250	\$100
RIGHT COLUMN BAR <i>on the inside pages</i>	120x600	\$100

Add \$50 for each additional 50 pixels in height.

AVAILABLE DISCOUNTS

NEW CLIENTS:
Buy a 1/4-page Muleskinner ad or larger, get a digitalBURG or muleskinner.net squared ad FREE for two weeks.

REPEAT CLIENTS:
Buy a 1 quarter page or larger ad, get a web ad for half price.
Buy one online ad, get one half price on the sister website.

MULTIPLE RUNS:
Print:
10% discount for buying 5-9 ads. 20% for 10 or more ads per semester.
Online:
Buy 5 months, get 1 month free.

UCM ALUMNI:
10% discount.

CLASSIFIEDS:
The Muleskinner Print & Web Classified Advertisement rate is \$10 for 40 words per week, \$2 more for a logo, and must be prepaid. A digitalBURG online classified display ad is \$50.

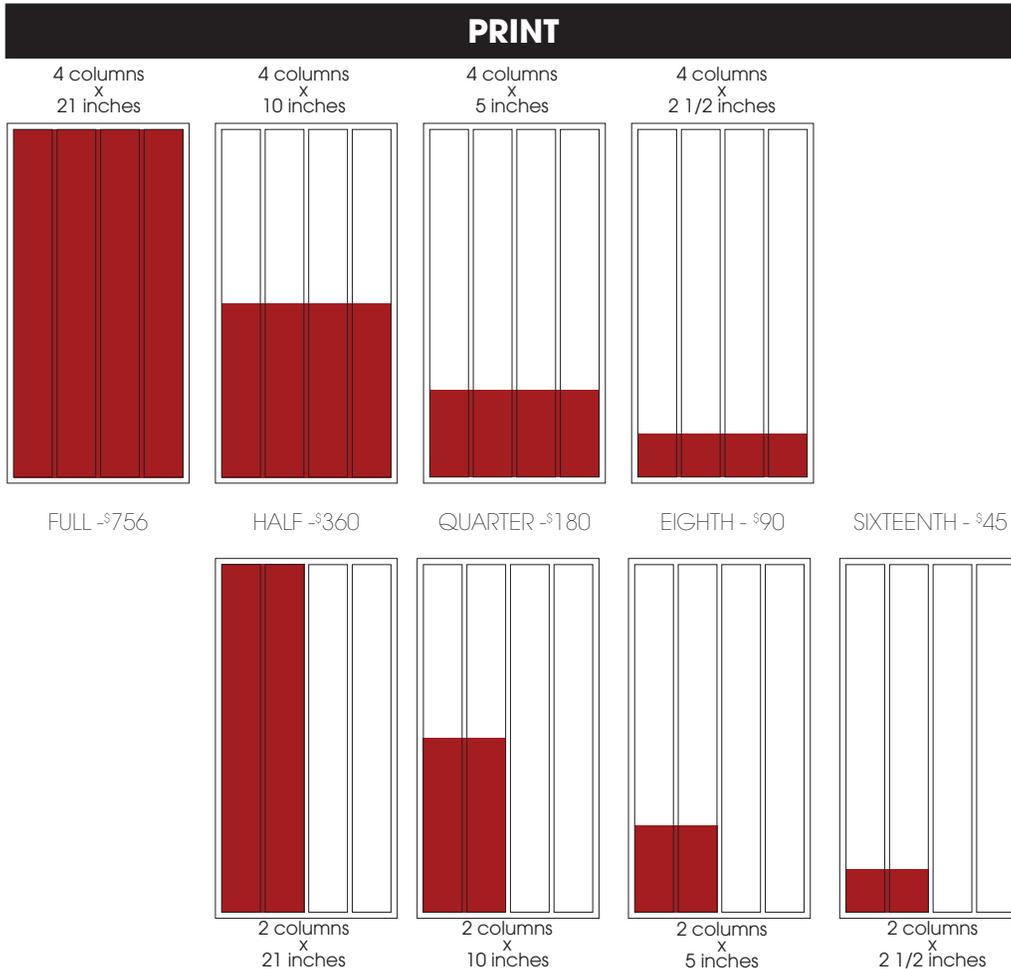
INSERTS:
Freestanding ads inserted into the newspaper are \$150 for inserts of up to 8 pages or \$300 for inserts up from 10 to 16 pages.

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

Muleskinner

LOCAL ADVERTISING RATES



WEB AD <i>(on one of our websites)</i>	SIZE <i>(in pixels)</i>	COST <i>(monthly)</i>
BANNER BAR <i>on all pages of the website</i>	728x60 (dB) 728x90 (MS)	\$200
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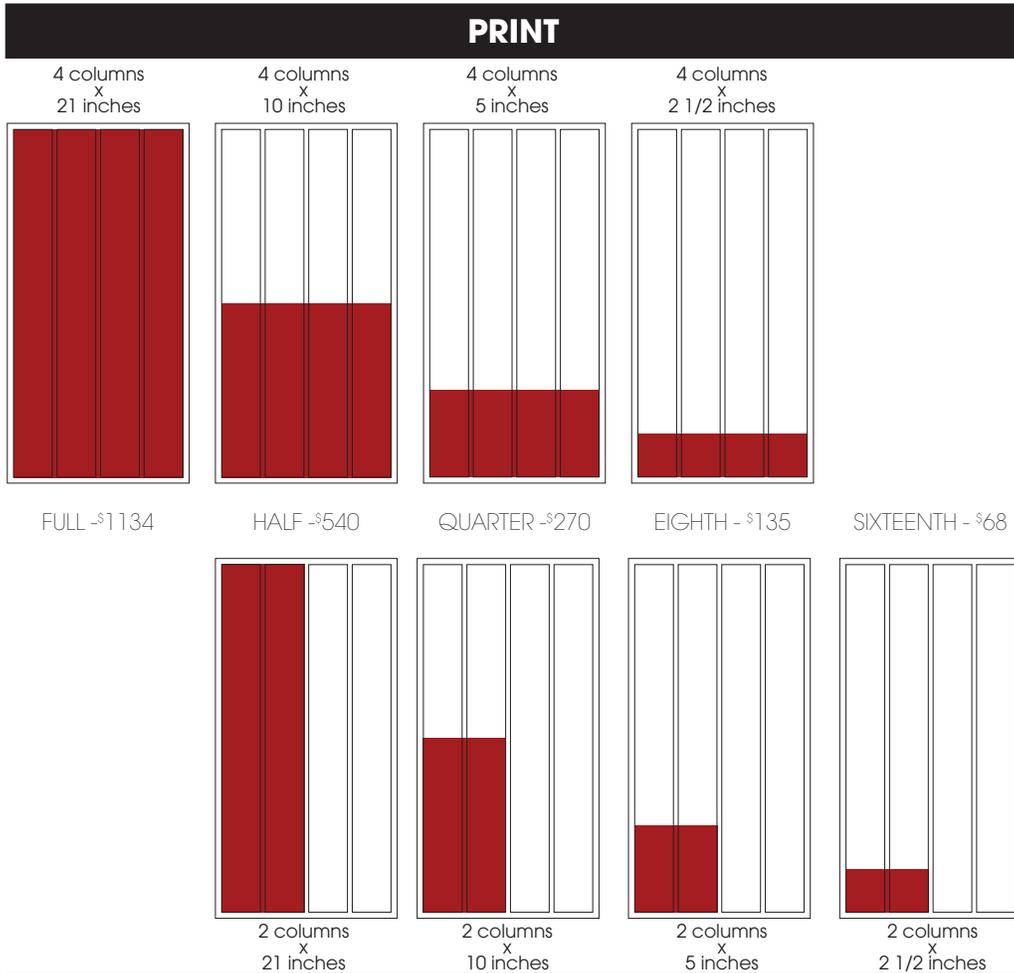
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NATIONAL ADVERTISING RATES



WEB AD <i>(on one of our websites)</i>	SIZE <i>(in pixels)</i>	COST <i>(monthly)</i>
BANNER BAR <i>on all pages of the website</i>	728x60 (dB) 728x90 (MS)	\$200
RIGHT SQUARE BOX <i>on the front page</i>	300x250	\$100
RIGHT SQUARE BOX <i>on the inside pages</i>	300x250	\$100
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