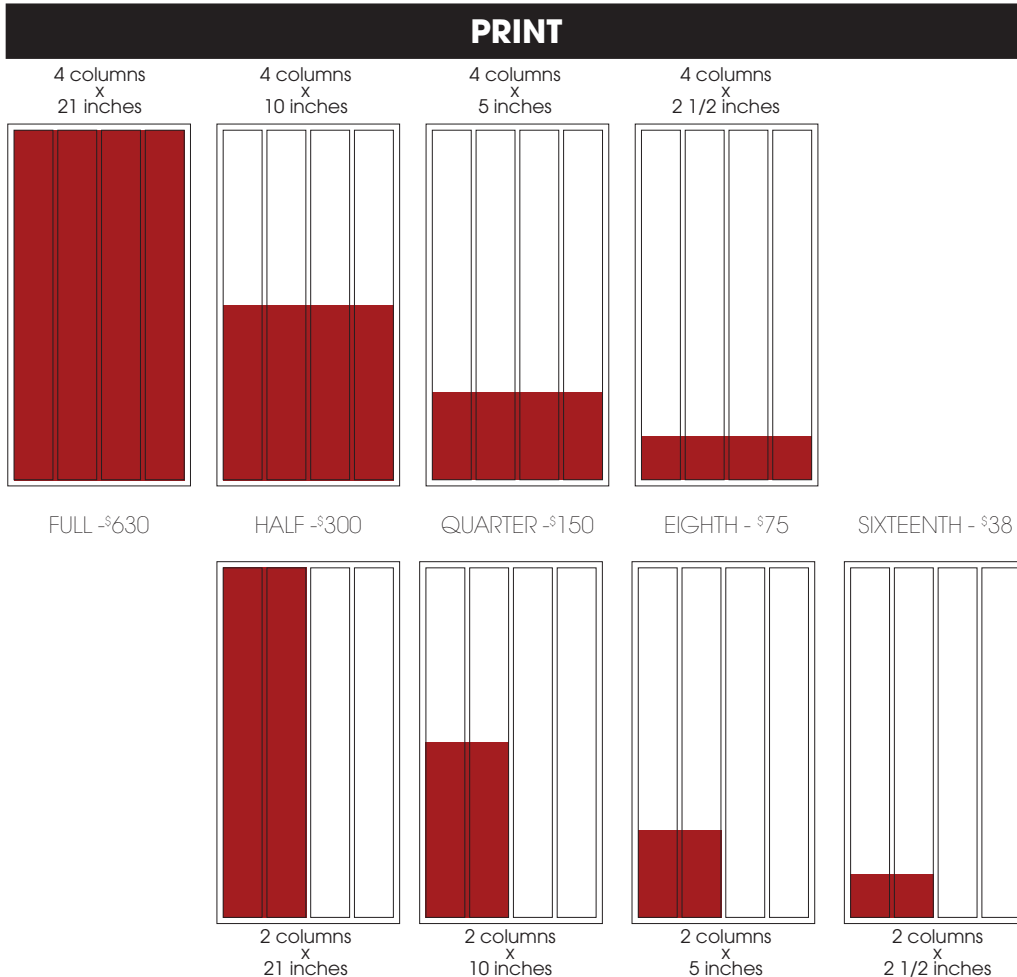


# Muleskinner

## 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.

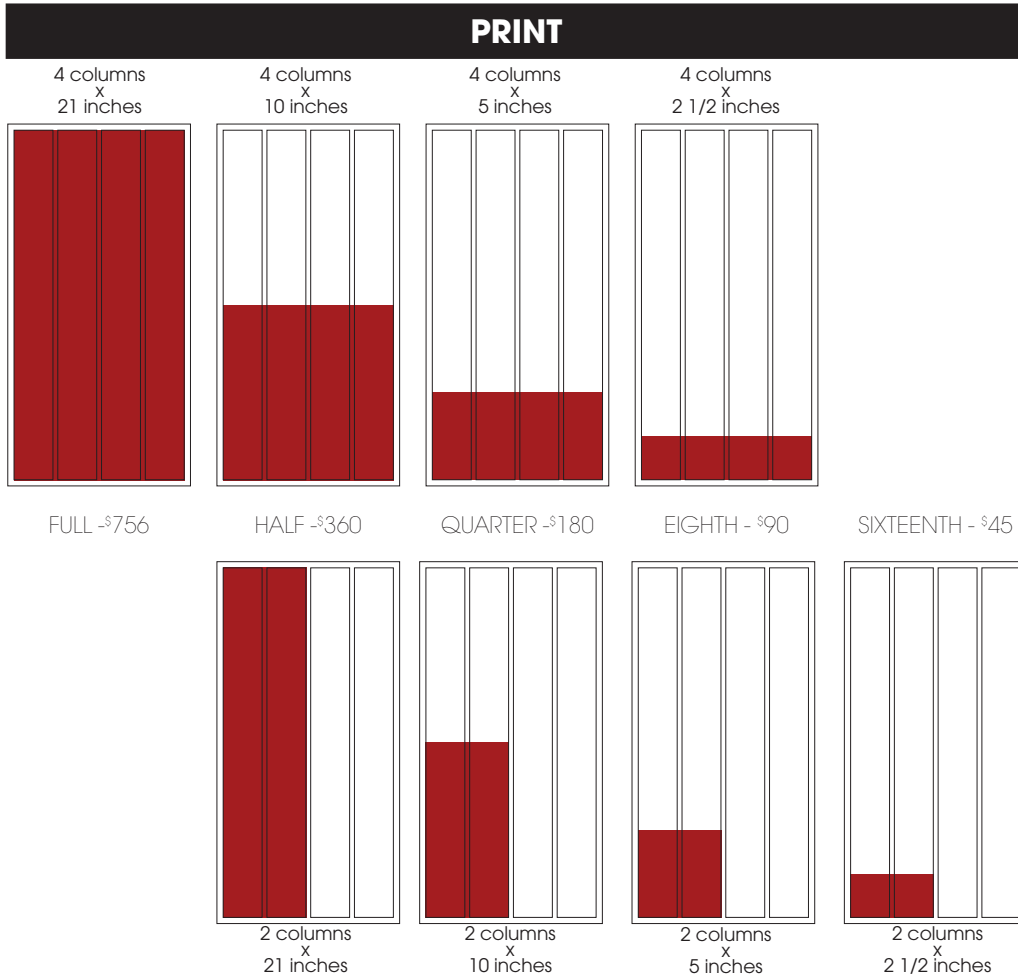
**INSERTS:**  
Freestanding ads inserted into the newspaper are \$150 for inserts of up to 8 pages or \$300 for inserts up from 10 to 16 pages.

**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
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:**  
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Buy one online ad, get one half price on the sister website.

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**Print:**  
10% discount for buying 5-9 ads. 20% for 10 or more ads per semester.  
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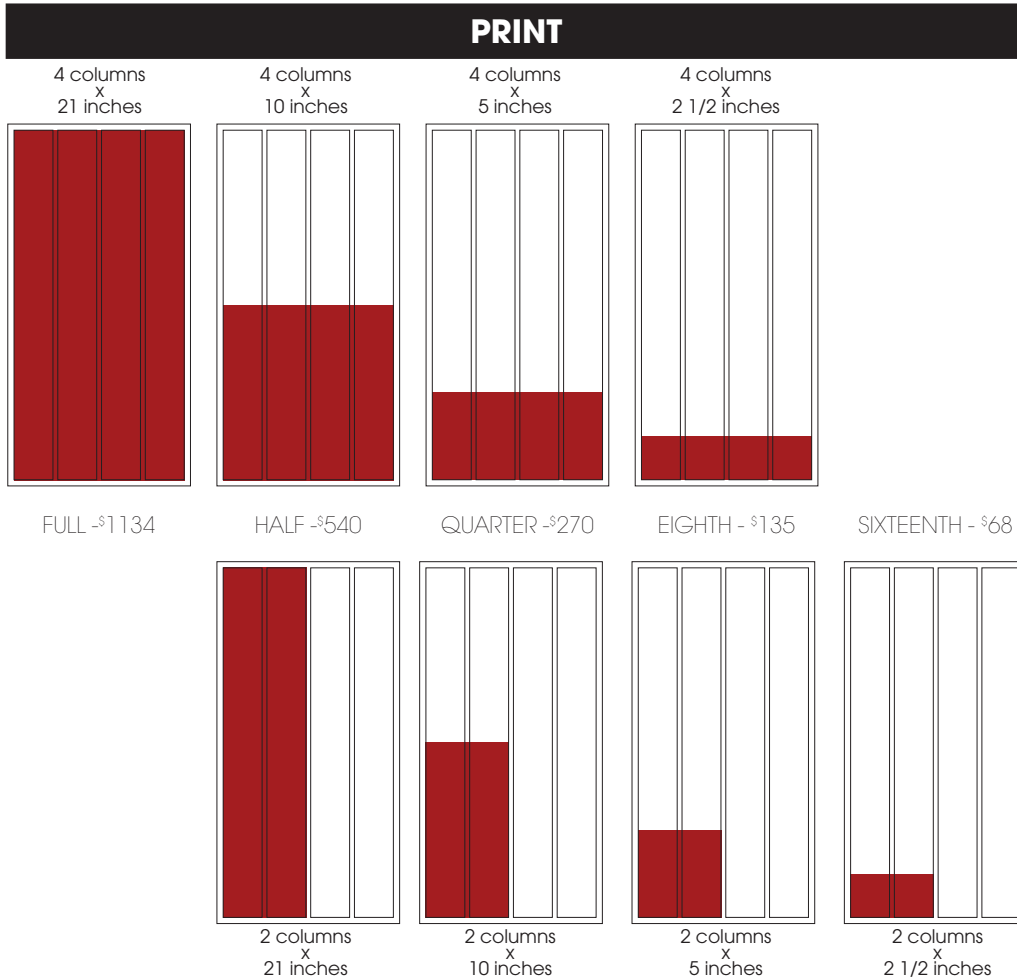
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Full Process Color \$150

# Muleskinner

## 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
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:

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### 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.

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