

To: _____

Date: _____ Time: _____

Company: _____

From: _____

Fax Number: _____

E-mail: _____

All print sizes are listed in column-inches. Ad width is measured in columns and height is measured in inches. Please see our media kit for complete details on ad sizing and formatting. Incorrectly formatted ads may be charged a fee. All prices are subject to change with 30 days notice. These rates apply to George Washington University departments and registered student organizations only.

Print Advertising - Regular Broadsheet Issues

Standard Recommended Sizes*:

Open Rate: \$10.88/c.i.

Full Page	6 x 21"	\$1370.88
Half Page A	6 x 10.25"	\$669.12
Half Page B	3 x 21"	\$685.44
Half Page C	4 x 16"	\$696.32
Third Page A	4 x 10.25"	\$446.08
Quarter Page A	3 x 10.25"	\$334.56
Quarter Page B	6 x 5.25"	\$342.72
Eighth Page	3 x 5.25"	\$171.36

Exclusive Opportunities**:

Front Page Banner	6 x 1.5"	\$243.75
Sudoku Sponsor	1 x 4.5"	\$56.25
Crossword Sponsor	6 x 1.5"	\$112.50

* Many other sizes available. See media kit for details. Please remember that ad width is measured in columns, not inches. A 6 x 21" ad is actually 11.63 inches wide and 21 inches tall.

**Contact our ad manager at (202) 994-7080 for details and for additional opportunities not listed here.

Print Advertising Discounts

The GW Hatchet has contracted with the University to provide all departments and student orgs a 25% discount. Those prices are reflected here and no further discount will be granted. To qualify, the ad must be paid for using University funds.

Co-sponsorship

Registered student orgs may apply for free advertising through our co-sponsorship program, with some limitations. For more information and an application, visit: www.gwhatchet.com/cosponsorship

Color

Full Color Advertisements
\$3 per column-inch
Minimum \$50, Maximum \$240

Spot Color
\$1.13 per column-inch
Minimum \$25, Maximum \$90

Frequency & non-profit discounts apply to color rates as well.

Creative Services

Full Creative Services, Including Design:
\$50 one-time charge

Editing, Ad Reformatting Only:
\$25 one-time charge

Late Material: \$25
Mis-sized Artwork: \$25
Incorrectly Formatted Ads: \$25

Artwork created by The Hatchet is copyrighted, but may be used in other publications or in other ways with permission. Usage will be subject to a \$25 licensing fee per use.

Print Advertising - Special Tabloid Issues

Our Special Tabloid Sections will run as inserts inside our regular issues on these days and will include special content.

Standard Sizes:

Full Page	5 x 11.5"	\$625.60
Half Page	5 x 5.25"	\$285.60
Third Page	2 x 11.5"	\$250.24
Quarter Page A	2 x 8"	\$174.08
Quarter Page B	3 x 5.25"	\$171.36
Eighth Page	2 x 4"	\$87.04
Business Card	2 x 2"	43.52

Available Issues*:

Welcome Back Guide	Nightlife Guide
Colonials' Weekend	Basketball Preview
Internship Guide	Holiday Shopper
Inauguration Guide	Spring Break Guide
Valentine's Guide	Housing Guide
Spring Guide	Sex Guide

*See our media kit for dates and information

Pre-Print & Special Opportunities

Single-Sheet Inserts/FSI	Min 3,000, Free 4-color printing at 25,000	\$70/thousand
Front Page Stickers	Min 20,000, Printing Included	\$80/thousand

We have numerous other options for inserts and stickers that can be provided upon request, many include printing. Contact us for details.

Web Site Advertising

	SIZE (IN PIXELS)	MONTHLY	WEEKLY	DAILY
Banner	468 x 60	\$93.75	\$26.25	\$5.25
Mini Tower	120 x 250	\$93.75	\$26.25	\$5.25
Square	250 x 250	\$168.75	\$47.25	\$9.75

Multimedia Advertising

Podcast Advertising:	"Sponsored by" mention	\$15 / podcast
	Up to 8 seconds	\$30 / podcast
	Up to 14 seconds	\$37.50 / podcast

Video Advertising:	"Sponsored by" mention	\$18.75* / video
	Up to 8 seconds	\$37.50* / video
	Up to 14 seconds	\$48.75* / video

Text Messaging:	Full Game Sports Updates	\$37.50 / game
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*Depending on the advertising type, video ads may be charged a separate production fee.