

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. Local rates apply to local businesses and locally-owned franchises only. Agencies or national clients are charged our national rate.

Print Advertising - Regular Broadsheet Issues		
Standard Recommended Sizes*:		Exclusive Opportunities**:
Open Rate: \$14.50/c.i.		Front Page Banner 6 x 1.5" \$325
Full Page 6 x 21"	\$1827.00	Blind Date Sponsor Special \$50
Half Page A 6 x 10.25"	\$891.75	Sudoku Sponsor 1 x 4.5" \$75
Half Page B 3 x 21"	\$913.50	Crossword Sponsor 6 x 1.5" \$150
Half Page C 4 x 16"	\$928.00	
Third Page A 4 x 10.25"	\$594.50	* Many other sizes available. See media kit for details.
Quarter Page A 3 x 10.25"	\$445.88	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.
Quarter Page B 6 x 5.25"	\$456.75	**Contact a sales rep at (202) 994-7682 for details and for additional opportunities not listed here.
Eighth Page 3 x 5.25"	\$228.38	

Print Advertising Discounts	
Frequency / Volume Discounts:	
5%	3 - 5 ads or 150 c.i.
10%	6 - 8 ads or 300 c.i.
15%	9 - 11 ads or 450 c.i.
20%	12 - 14 ads or 600 c.i.
25%	15+ ads or 750+ c.i.
Non-Profit discount of 10% Must provide 501(c)(3) verification. Cannot be combined with frequency discounts. The higher discount prevails.	
Pre-Payment: Payments provided by cash, check or credit card prior to the ad deadline will receive a 5% discount. Some clients are required to prepay.	

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:		Available Issues*:
Full Page 5 x 11.5"	\$833.75	Welcome Back Guide
Half Page 5 x 5.25"	\$380.63	Nightlife Guide
Third Page 2 x 11.5"	\$333.50	Basketball Preview
Quarter Page A 2 x 8"	\$232.00	Holiday Shopper
Quarter Page B 3 x 5.25"	\$228.38	Spring Break Guide
Eighth Page 2 x 4"	\$116.00	Housing Guide
Business Card 2 x 2"	\$58.00	Sex Guide
		*See our media kit for dates and information

Color	
Full Color Advertisements \$4 per column-inch Minimum \$50, Maximum \$320	
Spot Color \$1.50 per column-inch Minimum \$25, Maximum \$120	
Frequency & non-profit discounts apply to color rates as well.	

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	\$125	\$35	\$7
Mini Tower	120 x 250	\$125	\$35	\$7
Square	250 x 250	\$225	\$63	\$13

Multimedia Advertising		
Podcast Advertising:	"Sponsored by" mention	\$20 / podcast
	Up to 8 seconds	\$40 / podcast
	Up to 14 seconds	\$50 / podcast
Video Advertising:	"Sponsored by" mention	\$25* / video
	Up to 8 seconds	\$50* / video
	Up to 14 seconds	\$65* / video
Text Messaging:	Full Game Sports Updates	\$50 / game
*Depending on the advertising type, video ads may be charged a separate production fee.		

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
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