

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			Exclusive Opportunities**:		
Standard Recommended Sizes*:			Open Rate: \$10.15/c.i.		
Full Page	6 x 21"	\$1278.90	Front Page Banner	6 x 1.5"	\$243.75
Half Page A	6 x 10.25"	\$624.23	Sudoku Sponsor	2 x 3"	\$75.00
Half Page B	3 x 21"	\$639.45	Mini Sudoku Sponsor	2 x 1.5"	\$37.50
Half Page C	4 x 16"	\$649.60	* 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.		
Third Page A	4 x 10.25"	\$416.15	**Contact our ad manager at (202) 994-7080 for details and for additional opportunities not listed here.		
Quarter Page A	3 x 10.25"	\$312.11			
Quarter Page B	6 x 5.25"	\$319.72			
Eighth Page	3 x 5.25"	\$159.86			

Print Advertising Discounts

The GW Hatchet has contracted with the University to provide all departments and student orgs a 30% 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.whatgwreads.com/studentorgs

Pre-Print & Special Opportunities

Single-Sheet Inserts/FSI up to 12 pages	Min 3,000	\$75/thousand
Single-Sheet Inserts/FSI 14- 24 pages	Min 3,000	\$85/thousand
Single-Sheet Inserts/FSI more than 24 pages	Min 3,000	please call

Web Site Advertising

	SIZE (IN PIXELS)	MONTHLY	WEEKLY	DAILY
Mini Tower	120 x 250	\$96.25	\$26.95	\$5.39
Square	300 x 250	\$175	\$49	\$9.80

Color

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

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

Publication Schedule

August	September	October	November
Su M T W Th F Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	Su M T W Th F Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	Su M T W Th F Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	Su M T W Th F Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
December	January	February	March
Su M T W Th F Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	Su M T W Th F Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	Su M T W Th F Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	Su M T W Th F Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
April	May	June	
Su M T W Th F Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	Su M T W Th F Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	Su M T W Th F Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	

Creative Services

Full Creative Services, Including Design:
\$25 one-time charge

Editing, Ad Reformatting Only:
no charge

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

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- 14 Regular Issue
- 10 Special Issue
- 26 Offices Closed
- 15 Spring Break (March 15-19)