

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			Print Advertising Discounts		
<b>Standard Recommended Sizes*:</b> <b>Open Rate: \$14.50/c.i.</b> Full Page 6 x 21" \$1827.00 Half Page A 6 x 10.25" \$891.75 Half Page B 3 x 21" \$913.50 Half Page C 4 x 16" \$928.00 Third Page A 4 x 10.25" \$594.50 Quarter Page A 3 x 10.25" \$445.88 Quarter Page B 6 x 5.25" \$456.75 Eighth Page 3 x 5.25" \$228.38			<b>Exclusive Opportunities**:</b> Front Page Banner 6 x 1.5" \$325 Blind Date Sponsor Special \$50 Sudoku Sponsor 2 x 3" \$75.00 Mini Sudoku Sponsor 2 x 1.5" \$37.50  * 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 a sales rep at (202) 994-7682 for details and for additional opportunities not listed here.		
<b>Pre-Print &amp; Special Opportunities</b> 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			<b>Volume Contract Discounts:</b> 5% 65" - 129" 10% 130" - 194" 15% 195" - 259" 20% 260" - 324" 25% 325" - 389" 30% 390" or more  <b>Non-Profit discount of 10%</b> Must provide 501(c)(3) verification. Cannot be combined with volume discounts. Higher discount prevails.  <b>Pre-Payment:</b> Payments provided by cash, check or credit card prior to the ad deadline will receive a 5% discount. Some clients are required to prepay.		

Web Site Advertising					Color
	SIZE (IN PIXELS)	MONTHLY	WEEKLY	DAILY	
Mini Tower	120 x 250	\$137.50	\$38.50	\$7.70	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.
Square	300 x 250	\$250.00	\$70.00	\$14.00	

Publication Schedule						Creative Services		
<b>August</b> 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		<b>September</b> 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		<b>October</b> 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		<b>November</b> 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		<b>Full Creative Services, Including Design:</b> \$50 one-time charge  <b>Editing, Ad Reformatting Only:</b> \$25 one-time charge  <b>Late Material:</b> \$25 <b>Mis-sized Artwork:</b> \$25 <b>Incorrectly Formatted Ads:</b> \$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.
<b>December</b> 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		<b>January</b> 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		<b>February</b> 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		<b>March</b> 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		
<b>April</b> 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		<b>May</b> 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		<b>June</b> 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		<b>14</b> Regular Issue <b>10</b> Special Issue 26 Offices Closed 15 Spring Break (March 15-19)		