

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. All prices listed are net. Agencies may sign a bulk contract to earn higher discounts, otherwise, discounts apply per client and must be ordered as a single ad buy.

Print Advertising - Regular Broadsheet Issues		
Standard Recommended Sizes*:		
Open Rate: \$16.50/c.i.		
Full Page	6 x 21"	\$2079.00
Half Page A	6 x 10.25"	\$1014.75
Half Page B	3 x 21"	\$1039.50
Half Page C	4 x 16"	\$1056.00
Third Page A	4 x 10.25"	\$676.50
Quarter Page A	3 x 10.25"	\$507.38
Quarter Page B	6 x 5.25"	\$519.75
Eighth Page	3 x 5.25"	\$259.88
Exclusive Opportunities**:		
Front Page Banner	6 x 1.5"	\$325
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.		

Print Advertising Discounts	
Volume Contract Discounts:	
5%	65" - 129"
10%	130" - 194"
15%	195" - 259"
20%	260" - 324"
25%	325" - 389"
30%	390" - 454"
35%	455" or more
Non-Profit discount of 10%	
Must provide 501(c)(3) verification. Cannot be combined with frequency discounts. 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.	

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

National & agency-represented clients should contact our online partner, College Media Networks, to place online advertisements with The GW Hatchet. CMN may be reached at www.collegemedianetwork.com.

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.

Publication Schedule																	
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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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