

(Departments & Organizations paying with GW funds)  
Last updated: August 27, 2009

Advertiser: \_\_\_\_\_

Authorized By: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Fax: \_\_\_\_\_

City, State & Zip: \_\_\_\_\_

Email: \_\_\_\_\_

## A Print Advertising

Ad Title: _____		Ad Size	Black & White	Spot Color	Full Color
Run Dates: _____		Full Page	6 x 21" _____ \$1278.90	_____ \$1368.90	_____ \$1518.90
_____		Half Page A	6 x 10.25" _____ 624.23	_____ 693.72	_____ 808.73
_____		Half Page B	3 x 21" _____ 639.45	_____ 710.64	_____ 828.45
_____		Half Page C	4 x 16" _____ 649.60	_____ 721.92	_____ 841.60
_____		Third Page A	4 x 10.25" _____ 416.15	_____ 462.48	_____ 539.15
_____		Qtr Page A	3 x 10.25" _____ 312.11	_____ 346.85	_____ 404.36
_____		Qtr Page B	6 x 5.25" _____ 319.72	_____ 355.31	_____ 414.22
_____		Eighth Page	3 x 5.25" _____ 159.86	_____ 184.86	_____ 209.86
_____		Twelfth Page	2 x 2" _____ 40.60	_____ 65.60	_____ 90.60
_____		Custom Size:	_____ x _____ \$ _____	_____ \$ _____	_____ \$ _____
					A: Subtotal: \$ _____

## B Pre-Print & Special Opportunities

Run Dates: _____	SINGLE-SHEET INSERTS/FSI _____ Thousand (min. 3) @ \$75/thousand	SUDOKU SPONSOR _____ Days @ \$75/day
_____	FRONT PAGE BANNER _____ Days @ \$227.50/day	MINI SUDOKU SPONSOR _____ Days @ \$37.50/day
_____		B: Subtotal: \$ _____

## C Print Discounts

The GW Hatchet has an advertising agreement with GW and a 30% discount has already been factored into your rates.

## \* Special Issues

The following issues will contain special content:

August 27th	Welcome Back Guide	January 28th	Spring Break Guide
September 17th	DC Nightlife Guide	February 11th	Valentine's Day
October 15th	Colonials' Weekend	February 25th	Housing Guide
November 5th	Basketball Preview	April 8th	Sex Issue
December 3rd	Holiday Shopping	May 10th	Commencement Prev.
		June 10th	Freshmen Orientation

## D Web Site Advertising

	MONTHLY	WEEKLY	DAILY	
___ Mini Tower	\$96.25	\$26.95	\$5.39	x ___ D / W / M
___ Square	\$175.00	\$49.00	\$9.80	x ___ D / W / M
Link url: http:// _____				
Begin Running: _____				D: Subtotal: \$ _____

## E Creative Services

The Hatchet is happy to create your ad for you for a nominal fee. Please provide your text and any graphics by email to ads@gwhatchet.com.

Production Charges:		Possible Additional Charges	
Ad Creation/Design:	_____ \$25	Late Material:	\$25
Editing, Reformatting:	_____ Free	Mis-sized Artwork:	\$25
Wed Ad Creation:	_____ \$25	Incorrectly Formatted Ads:	\$25
			E: Subtotal: \$ _____

## F Total Price

A: Broadsheet:	\$ _____
B: Pre-Print:	+ \$ _____
C: Print Discounts:	- \$ _____
D: Web:	+ \$ _____
E: Creative Services:	+ \$ _____
<b>Total Contract:</b>	<b>= \$ _____</b>

## G Signature & Payment Information

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

By signing, you agree to the terms listed on the reverse of this page or at www.gwhatchet.com.

Method of payment:  Check Attached  Credit Card  Oracle will be released to The Hatchet\*

In order to safeguard your financial information and stay current with the latest industry standards, credit card information will be accepted over the phone or by fax on a separate sheet of paper. Credit card numbers will be shredded once full payment is made and will not be stored electronically in any way.

\* Please note that as a non-university entity, we cannot bill an alias. IPs must be released to us for payment.