

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"	___ \$1827.00	___ \$1947.00	___ \$2147.00
_____	Half Page A 6 x 10.25"	___ 891.75	___ 984.00	___ 1137.75
_____	Half Page B 3 x 21"	___ 913.50	___ 1008.00	___ 1165.50
_____	Half Page C 4 x 16"	___ 928.00	___ 1024.00	___ 1184.00
_____	Third Page A 4 x 10.25"	___ 594.50	___ 656.00	___ 758.50
_____	Qtr Page A 3 x 10.25"	___ 445.88	___ 492.00	___ 568.88
_____	Qtr Page B 6 x 5.25"	___ 456.88	___ 504.00	___ 582.75
_____	Eighth Page 3 x 5.25"	___ 228.38	___ 253.38	___ 291.38
_____	Twelfth Page 2 x 2"	___ 58.00	___ 83.00	___ 108.00
_____	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 @ \$325/day	MINI SUDOKU SPONSOR ___ Days @ \$37.50/day

B: Subtotal: \$ _____

C Print Discounts

Contract Inches	Discount
65" - 129"	___ 5%
130" - 194"	___ 10%
195" - 259"	___ 15%
260 - 324"	___ 20%
325" - 389"	___ 25%
390" or more	___ 30%
Nonprofit	___ 10%

* 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	\$137.50	\$38.50	\$7.70	x ___ D / W / M
___ Square	\$250.00	\$70.00	\$14.00	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: _____ \$50	Late Material: \$25
Editing, Reformatting: _____ \$25	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: + \$ _____

Total Contract: = \$ _____

Prepay to save an additional 5%

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 Please Bill Me (established clients only)

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.