

## Application for Advertising Cosponsorship

This form is used by registered GW Student orgs. to apply for a free 1/8 pages ad in The GW Hatchet to advertise events that are charitable in nature or directly benefit the GW community.

### General Information

Student Organization: \_\_\_\_\_

President/Org. Leader: \_\_\_\_\_ Date: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

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

Signature: \_\_\_\_\_ Run Date Requested: \_\_\_\_\_ Second Choice: \_\_\_\_\_

### Application

Name of Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Estimated Attendance: \_\_\_\_\_

Location: \_\_\_\_\_

Times: \_\_\_\_\_

This is a:  One-Time Event  Recurring Event  Annual Event

Please describe the event. Remember that to qualify, the event must be charitable or have a positive impact on the GW community. Attach additional information if needed:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Please list all other sources of sponsorship, including the Student Association, Program Board, University Departments and non-University entities: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### Office Use Only

Application received on: \_\_\_\_\_ By: \_\_\_\_\_

Accepted/Rejected: \_\_\_\_\_ AdMate Number: \_\_\_\_\_

Entered: \_\_\_\_/\_\_\_\_/\_\_\_\_ By: \_\_\_\_\_

### To Submit Your Application

To submit your application, you must visit the GW Hatchet offices in person at least one week before the date you'd like the ad to run. The Hatchet normally publishes every Monday & Thursday. Please see our media kit for full publication schedule.

Submit at least one week in advance.

Attach a copy of your ad.

Submit your ad in PDF format to ads@gwhatchet.com.\*

\* If you cannot provide a properly-sized PDF, The Hatchet will create your ad for you, for a separate fee of \$50.

### Guidelines

Unless ad services are requested, all student orgs. are responsible for providing their ads in PDF format to The Hatchet in the correct size and by deadline, otherwise their application will be rejected.

All ads are 1/8 page in size and must be 5.75 inches wide and 5.25 inches tall. Incorrectly sized ads will not be accepted.

Applications are reviewed and accepted by The Hatchet's business office, which operates independently of The Hatchet's editorial office. Sponsorship in no way constitutes editorial support or coverage of the event or organization. Inquiries should be made directly to the editorial office if you wish to have the event covered as a news item.

All decisions are final. Incomplete applications will be rejected. The Hatchet reserves the right to refuse any ad.

Space is limited to one ad per issue, on a first-come, first-serve basis.