

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. These rates apply to George Washington University departments and registered student organizations only.

Print Advertising - Regular Broadsheet Issues		
Standard Recommended Sizes*:		Exclusive Opportunities**:
Open Rate:	\$10.32/c.i.	Front Page Banner 6 x 1.5" \$245.00
Full Page	6 x 21" \$1300.32	Sudoku Sponsor 2 x 3" \$ 80.00
Half Page A	6 x 10.25" \$ 634.68	
Half Page B	3 x 21" \$ 650.16	
Half Page C	4 x 16" \$ 660.48	
Third Page A	4 x 10.25" \$ 423.12	
Quarter Page A	3 x 10.25" \$ 317.34	
Quarter Page B	6 x 5.25" \$ 325.08	
Eighth Page	3 x 5.25" \$ 162.54	

* 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 10.63 inches wide and 21 inches tall.
 **Contact our ad manager at (202) 994-7682 for details and for additional opportunities not listed here.

Print Advertising Discounts

The GW Hatchet has contracted with the University to provide all departments and student orgs a 30% discount. Those prices are reflected here and no further discount will be granted. To qualify, the ad must be paid for using University funds.

Pre-Print & Special Opportunities

Single-Sheet Inserts/FSI up to 12 pages	Min 3,000	\$85/thousand
Single-Sheet Inserts/FSI 14- 24 pages	Min 3,000	\$95/thousand
Single-Sheet Inserts/FSI more than 24 pages	Min 3,000	please call

Co-sponsorship

Registered student orgs may apply for free advertising through our co-sponsorship program, with some limitations. For more information and an application, visit: www.whatgwreads.com/studentorgs

Web Site Advertising

	SIZE (IN PIXELS)	MONTHLY	WEEKLY	DAILY
Mini Tower	120 x 250	\$96.25	\$26.95	\$5.39
Square	300 x 250	\$175	\$49	\$9.80

Color

Full Color Advertisements
 \$3.50 per column-inch
 Min. \$75, Max. \$262.50

Spot Color
 \$1.40 per column-inch
 Min. \$30, Max. \$105

Publication Schedule

<p>August</p> <p>Su M T W Th F Sa</p> <p>1 2 3 4 5 6 7</p> <p>8 9 10 11 12 13 14</p> <p>15 16 17 18 19 20 21</p> <p>22 23 24 25 26 27 28</p> <p>29 30 31</p>	<p>September</p> <p>Su M T W Th F Sa</p> <p>1 2 3 4</p> <p>5 6 7 8 9 10 11</p> <p>12 13 14 15 16 17 18</p> <p>19 20 21 22 23 24 25</p> <p>26 27 28 29 30</p>	<p>October</p> <p>Su M T W Th F Sa</p> <p>1 2</p> <p>3 4 5 6 7 8 9</p> <p>10 11 12 13 14 15 16</p> <p>17 18 19 20 21 22 23</p> <p>24 25 26 27 28 29 30</p>	<p>November</p> <p>Su M T W Th F Sa</p> <p>1 2 3 4 5 6</p> <p>7 8 9 10 11 12 13</p> <p>14 15 16 17 18 19 20</p> <p>21 22 23 24 25 26 27</p> <p>28 29 30</p>
<p>December</p> <p>Su M T W Th F Sa</p> <p>1 2 3 4</p> <p>5 6 7 8 9 10 11</p> <p>12 13 14 15 16 17 18</p> <p>19 20 21 22 23 24 25</p> <p>26 27 28 29 30 31</p>	<p>January</p> <p>Su M T W Th F Sa</p> <p>1</p> <p>2 3 4 5 6 7 8</p> <p>9 10 11 12 13 14 15</p> <p>16 17 18 19 20 21 22</p> <p>23 24 25 26 27 28 29</p> <p>30 31</p>	<p>February</p> <p>Su M T W Th F Sa</p> <p>1 2 3 4 5</p> <p>6 7 8 9 10 11 12</p> <p>13 14 15 16 17 18 19</p> <p>20 21 22 23 24 25 26</p> <p>27 28</p>	<p>March</p> <p>Su M T W Th F Sa</p> <p>1 2 3 4 5</p> <p>6 7 8 9 10 11 12</p> <p>13 14 15 16 17 18 19</p> <p>20 21 22 23 24 25 26</p> <p>27 28 29 30 31</p>
<p>April</p> <p>Su M T W Th F Sa</p> <p>1 2</p> <p>3 4 5 6 7 8 9</p> <p>10 11 12 13 14 15 16</p> <p>17 18 19 20 21 22 23</p> <p>24 25 26 27 28 29 30</p>	<p>May</p> <p>Su M T W Th F Sa</p> <p>1 2 3 4 5 6 7</p> <p>8 9 10 11 12 13 14</p> <p>15 16 17 18 19 20 21</p> <p>22 23 24 25 26 27 28</p> <p>29 30 31</p>	<p>June</p> <p>Su M T W Th F Sa</p> <p>1 2 3 4</p> <p>5 6 7 8 9 10 11</p> <p>12 13 14 15 16 17 18</p> <p>19 20 21 22 23 24 25</p> <p>26 27 28 29 30</p>	<p>14 Regular Issue</p> <p>10 Special Issue</p> <p>28 Offices Closed</p> <p>15 Spring Break (March 14-18)</p>

Creative Services

Full Creative Services, Including Design:
 \$50 one-time charge

Editing, Ad Reformatting Only:
 \$25

Late Material: \$25
 Mis-sized Artwork: \$25
 Incorrectly Formatted Ads: \$25

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