

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			Print Advertising Discounts		
<b>Standard Recommended Sizes*:</b>			<b>Exclusive Opportunities**:</b>		
<b>Open Rate: \$16.75/c.i.</b>			Front Page Banner 6 x 1.5" \$400.00		
Full Page	6 x 21"	\$2110.50	Sudoku Sponsor	2 x 3"	\$120.00
Half Page A	6 x 10.25"	\$1030.13	Mini Sudoku Sponsor	2 x 1.5"	\$ 65.00
Half Page B	3 x 21"	\$1055.25	* 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.		
Half Page C	4 x 16"	\$1072.00	**Contact a sales rep at (202) 994-7682 for details and for additional opportunities not listed here.		
Third Page A	4 x 10.25"	\$ 686.75	<b>*Volume Contract Discounts:</b>		
Quarter Page A	3 x 10.25"	\$ 515.06	5%	130" - 194"	
Quarter Page B	6 x 5.25"	\$ 527.63	10%	195" - 259"	
Eighth Page	3 x 5.25"	\$ 263.81	15%	260" - 324"	
			20%	325" - 389"	
			25%	390" or more	
			*Stipulations apply		
			<b>*Pick Up Rate: \$14.00pci</b> (Same ad must run in two consecutive issues to qualify)		

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

**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.

**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](http://www.collegemedianetwork.com).

**Color**

Full Color Advertisements  
 \$5 per column-inch  
 Minimum \$75, Maximum \$375

Spot Color  
 \$2.00 per column-inch  
 Minimum \$30, Maximum \$150

Frequency & non-profit discounts apply to color rates as well.

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

**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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