

Advertiser: _____

Authorized By: _____

Phone: _____

Address: _____

Fax: _____

City, State & Zip: _____

Email: _____

A Print Advertising

Ad Title: _____	Run Dates: _____	Ad Size	Black & White	Spot Color	Full Color
_____	_____	Full Page 6 x 21"	— \$1858.50	— \$1963.50	— \$2233.50
_____	_____	Half Page A 6 x 10.25"	— 907.13	— 1030.13	— 1214.63
_____	_____	Half Page B 3 x 21"	— 929.25	— 1055.25	— 1244.25
_____	_____	Half Page C 4 x 16"	— 944.00	— 1072.00	— 1264.00
_____	_____	Third Page A 4 x 10.25"	— 604.75	— 686.75	— 809.75
_____	_____	Qtr Page A 3 x 10.25"	— 453.56	— 515.06	— 607.31
_____	_____	Qtr Page B 6 x 5.25"	— 464.63	— 527.63	— 622.13
_____	_____	Eighth Page 3 x 5.25"	— 232.31	— 262.31	— 307.31
_____	_____	Twelfth Page 2 x 2"	— 59.00	— 89.00	— 134.00
_____	_____	Custom Size: _____ x _____	— \$ _____	— \$ _____	— \$ _____

A: Subtotal: \$ _____

B Pre-Print & Special Opportunities

Run Dates: _____	SINGLE-SHEET INSERTS/FSI ____ Thousand (min. 3) @ \$85/thousand	SUDOKU SPONSOR ____ Days @ \$105/day
_____	FRONT PAGE BANNER ____ Days @ \$350/day	MINI SUDOKU SPONSOR ____ Days @ \$55/day

B: Subtotal: \$ _____

C Print Discounts

Contract Inches	Discount
130" - 194"	— 5%
195" - 259"	— 10%
260 - 324"	— 15%
325" -389"	— 20%
390" or more	— 25%

* Special Issues

The following issues will contain special content:
(dates subject to change)

August 26	Welcome Back Guide	January 27	Spring Break Guide
September 16	DC Nightlife Guide	February 10	Valentine's Day Guide
October 14	Colonials Weekend Edition	February 24	Housing Guide
November 4	Basketball Preview	April 7	Sex Issue
December 2	Holiday Shopping Guide	May 9	Commencement Preview
		June 9	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.