

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			Exclusive Opportunities**:		
Standard Recommended Sizes*:			Front Page Banner 6 x 1.5" \$245.00		
Open Rate:	\$10.32/c.i.		Sudoku Sponsor	2 x 3"	\$ 80.00
Full Page	6 x 21"	\$1300.32	* 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 A	6 x 10.25"	\$ 634.68	**Contact our ad manager at (202) 994-7682 for details and for additional opportunities not listed here.		
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			

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
Billboard	468 x 60	\$315	\$122.50
Square	300 x 250	\$245	\$70

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

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

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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