



# The GW Hatchet Media Kit 2011-2012

## [ About The Hatchet ]

The GW Hatchet is the independent student newspaper at The George Washington University. First published on October 5, 1904, The Hatchet is the second-oldest continuously published newspaper in Washington, D.C., after The Washington Post. The Hatchet publishes twice each week during the academic year on Mondays and Thursdays.

In 1993, The Hatchet incorporated as a nonprofit organization and is editorially and financially independent from the University. With a mission to educate students in journalism and business, The Hatchet has become one of the nation's most award-winning student publications.

## [ Publication Dates 2011 - 2012 ]

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		4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12
7	8	9	10	11	12	13	11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19
14	15	16	17	18	19	20	18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26
21	22	23	24	25	26	27	25	26	27	28	29	30		23	24	25	26	27	28	29	27	28	29	30			
28	29	30	31											30	31												

  

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
4	5	6	7	8	9	10	1	2	3	4	5	6	7	5	6	7	8	9	10	11	4	5	6	7	8	9	10
11	12	13	14	15	16	17	8	9	10	11	12	13	14	12	13	14	15	16	17	18	11	12	13	14	15	16	17
18	19	20	21	22	23	24	15	16	17	18	19	20	21	19	20	21	22	23	24	25	18	19	20	21	22	23	24
25	26	27	28	29	30	31	22	23	24	25	26	27	28	26	27	28	29				25	26	27	28	29	30	31

  

April							May							June						
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	5			3	4	5	6	7	8	9
8	9	10	11	12	13	14	6	7	8	9	10	11	12	10	11	12	13	14	15	16
15	16	17	18	19	20	21	13	14	15	16	17	18	19	17	18	19	20	21	22	23
22	23	24	25	26	27	28	20	21	22	23	24	25	26	24	25	26	27	28	29	30
29	30						27	28	29	30	31									

Deadlines are Monday at 5 p.m. for Thursday issues and Thursday at 5 p.m. for Monday/Tuesday issues. If Monday is a federal holiday, the deadline for Thursday's paper is Tuesday at 12 p.m. The deadline for inserts is 10 business days.

## [ Print Advertising Open Rates ]

Retail clients (D.C., Md., Va. only)	\$14.75
*Retail pick up rate	\$12.00
National clients & agencies	\$16.75
*National pick up rate	\$14.00
GW departments & organizations	\$10.32
*(Same ad must run in two consecutive issues to qualify for pick up rate)	

## [ Discounts ]

*Contract Inches/Dollars	Discount
130"-194" or \$2000	5%
195"-259" or \$3000	10%
260"-324" or \$4000	15%
325"-389" or \$5000	20%
390"-up or \$6000+	25%

\* Volume discounts offered with signed contract. All run dates must appear on contract. Failure to meet earned rate will result in back rate at original open rate. Advertiser may run any combination of ad sizes and submit new material for each run date.

## [ Special Issues ]

These issues contain special editorial and advertising content and are excellent issues for targeted advertising:

August 25	Welcome Back Edition
September 19	D.C. Nightlife Guide
October 13	Colonials' Weekend Edition
October 24	Restaurant Guide
November 7	Basketball Preview
December 5	Holiday Shopping Guide
February 6	Spring Break Guide
February 9	Health & Fitness (Advertorial)
February 21	George Washington Guide
March 26	Housing Guide
May 14	Pre-Commencement Guide
May 21	Commencement Edition
June 11	Freshman Orientation Guide

## [ Contact Us ]

Advertising: (202) 994-7682 • Fax: (202) 994-1309 • ads@gwhatchet.com  
 Editorial: (202) 994-7550 • Fax: (202) 994-1309 • news@gwhatchet.com  
 Hatchet Publications, Inc., 2140 G St. NW, Washington, DC 20052  
 www.gwhatchet.com • www.whatgwreads.com

# The GW Hatchet

[ Reach ]

The GW Hatchet publishes 12,000 copies and distributes to more than 80 locations on two campuses and in the surrounding neighborhoods. The GW campus in Foggy Bottom is located within blocks of the White House, Department of State, World Bank and Kennedy Center. GW's 25,000 students are smart, modern, affluent and involved. When you advertise in The Hatchet, you're reaching some of the country's best and brightest young adults.

**Fall 2010 enrollment information**

20,427 undergraduate & graduate students  
 4,974 faculty members (only Fall 2009 information available)  
 6,521 non-faculty staff

[ Technical Specifications – Print Ads ]

We only accept Adobe PDF, EPS, JPEG and TIFF. We do not accept Microsoft Word, Publisher, Powerpoint or Excel files. Any ads sent in these formats will be assessed a \$50 creative services charge for typesetting.

Please note that column widths have changed to match our new format. Measurements can be found on the right edge of this page.

Find full specifications, including sizes, at [www.whatgwreads.com/specs](http://www.whatgwreads.com/specs).

[ Web Advertising ]

Our web site has more than 50,000 registered readers, with 15,000 receiving our twice-weekly e-mail edition. We receive more than 300,000 page impressions per month. The site is an excellent way to reach out to students as well as their parents, alumni and students studying abroad who are not able to pick up a paper. The award-winning site also hosts podcasts, slide shows, videos and more.

	<b>Local clients</b>	<b>GW clients</b>
Billboard (468 x 60 pixels)	\$450/month \$175/week	\$315/month \$122.50/week
Square (300 x 250 pixels)	\$350/month \$100/week	\$245/month \$70/week
	<i>(prices/day not offered)</i>	

*(mechanical requirements: max file size: 100K; 72 dpi; RGB color; .jpg or .gif format)*

[ Placing Your Ad ]

Visit [www.whatgwreads.com/eve](http://www.whatgwreads.com/eve) to place your ad, see different pricing options and view your past tearsheets. For additional information, or if you need help with your contract, contact your sales rep today.

[ Contract Terms ] Our contract terms and advertising policies are available at [www.whatgwreads.com/terms](http://www.whatgwreads.com/terms).

[ Contact Us ] Advertising: (202) 994-7682 • Fax: (202) 994-1309 • [ads@gwhatchet.com](mailto:ads@gwhatchet.com)  
 Editorial: (202) 994-7550 • Fax: (202) 994-1309 • [news@gwhatchet.com](mailto:news@gwhatchet.com)  
 Hatchet Publications, Inc., 2140 G St. NW, Washington, DC 20052  
[www.gwhatchet.com](http://www.gwhatchet.com) • [www.whatgwreads.com](http://www.whatgwreads.com)

[ Color Rates ]

Make your ad **stand out** with our affordable color options.

**Full color:** \$5.00 per column inch  
 minimum \$70, maximum \$375

**Spot color:** \$2.00 per column inch  
 minimum \$30, maximum \$150

**For GW clients:** 30% discount;  
 same minimum charges apply



[ Inserts ]

Advertisers may run a minimum of 3,000 inserts or a maximum of 11,500 inserts per issue. All national advertisers and agencies must run the maximum. Inserts are charged at \$85/thousand up to 12 pages. For more than 12 pages, please contact a sales rep.

Insertions must be scheduled and a copy must be sent to the advertising manager at least 10 days before the run date for final pricing and approval.

Advertisers receive 5 percent off their total contract for each additional placement, up to 25 percent off (for a total of 6 insertions). All national advertisers and agencies must run full inserts.

Insertions must be delivered to the printer one week prior to the publication date.

**Mail inserts to:**

The GW Hatchet (issue date)  
 c/o Chesapeake Publishing  
 29088 Airpark Drive  
 Easton, MD 21601