

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																																	
<p>Standard Recommended Sizes*:</p> <p>Open Rate: \$16.75/c.i.</p> <table style="width: 100%; border-collapse: collapse;"> <tr><td>Full Page</td><td>6 x 21"</td><td>\$2110.50</td></tr> <tr><td>Half Page A</td><td>6 x 10.25"</td><td>\$1030.13</td></tr> <tr><td>Half Page B</td><td>3 x 21"</td><td>\$1055.25</td></tr> <tr><td>Half Page C</td><td>4 x 16"</td><td>\$1072.00</td></tr> <tr><td>Third Page A</td><td>4 x 10.25"</td><td>\$ 686.75</td></tr> <tr><td>Quarter Page A</td><td>3 x 10.25"</td><td>\$ 515.06</td></tr> <tr><td>Quarter Page B</td><td>6 x 5.25"</td><td>\$ 527.63</td></tr> <tr><td>Eighth Page</td><td>3 x 5.25"</td><td>\$ 263.81</td></tr> </table>	Full Page	6 x 21"	\$2110.50	Half Page A	6 x 10.25"	\$1030.13	Half Page B	3 x 21"	\$1055.25	Half Page C	4 x 16"	\$1072.00	Third Page A	4 x 10.25"	\$ 686.75	Quarter Page A	3 x 10.25"	\$ 515.06	Quarter Page B	6 x 5.25"	\$ 527.63	Eighth Page	3 x 5.25"	\$ 263.81	<p>Exclusive Opportunities**:</p> <table style="width: 100%; border-collapse: collapse;"> <tr><td>Front Page Banner</td><td>6 x 1.5"</td><td>\$400.00</td></tr> <tr><td>Sudoku Sponsor</td><td>2 x 3"</td><td>\$120.00</td></tr> <tr><td>Mini Sudoku Sponsor</td><td>2 x 1.5"</td><td>\$ 65.00</td></tr> </table> <p><small>* 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 a sales rep at (202) 994-7682 for details and for additional opportunities not listed here.</small></p>	Front Page Banner	6 x 1.5"	\$400.00	Sudoku Sponsor	2 x 3"	\$120.00	Mini Sudoku Sponsor	2 x 1.5"	\$ 65.00
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<p>Pre-Print & Special Opportunities</p> <table style="width: 100%; border-collapse: collapse;"> <tr><td>Single-Sheet Inserts/FSI up to 12 pages</td><td>Min 3,000</td><td>\$85/thousand</td></tr> <tr><td>Single-Sheet Inserts/FSI 14- 24 pages</td><td>Min 3,000</td><td>\$95/thousand</td></tr> <tr><td>Single-Sheet Inserts/FSI more than 24 pages</td><td>Min 3,000</td><td>please call</td></tr> </table>	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	<p>*Volume Contract Discounts:</p> <table style="width: 100%; border-collapse: collapse;"> <tr><td>5%</td><td>130" - 194"</td></tr> <tr><td>10%</td><td>195" - 259"</td></tr> <tr><td>15%</td><td>260" - 324"</td></tr> <tr><td>20%</td><td>325" - 389"</td></tr> <tr><td>25%</td><td>390" or more</td></tr> </table> <p>*Stipulations apply</p> <p>*Pick Up Rate: \$14.00pci (Same ad must run in two consecutive issues to qualify)</p> <p>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.</p>	5%	130" - 194"	10%	195" - 259"	15%	260" - 324"	20%	325" - 389"	25%	390" or more														
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Web Site Advertising	SIZE (IN PIXELS)	MONTHLY	WEEKLY	
Billboard	468 x 60	\$450.00 *	\$175.00 *	
Square	300 x 250	\$350.00 *	\$100.00 *	<small>* Net rates</small>

Publication Schedule						
August	September	October	November	December	January	February
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 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 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 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 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
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				

Color
<p>Full Color Advertisements \$5 per column-inch Minimum \$75, Maximum \$375</p> <p>Spot Color \$2.00 per column-inch Minimum \$30, Maximum \$150</p> <p>Frequency & non-profit discounts apply to color rates as well.</p>

Creative Services
<p>Full Creative Services, Including Design: \$50 one-time charge</p> <p>Editing, Ad Reformatting Only: \$25 one-time charge</p> <p>Late Material: \$25 Mis-sized Artwork: \$25 Incorrectly Formatted Ads: \$25</p> <p>Artwork created by The Hatchet is copyrighted, but may be used in other publications or in other ways with permission. Usage will be subject to a \$25 licensing fee per use.</p>