

Advertiser: _____

Authorized By: _____

Phone: _____

Address: _____

Fax: _____

City, State & Zip: _____

Email: _____

A Print Advertising

Ad Title: _____	Ad Size	Black & White	Spot Color	Full Color
Run Dates: _____	Full Page 6 x 21"	___ \$1300.32	___ \$1405.32	___ \$1562.82
_____	Half Page A 6 x 10.25"	___ 634.68	___ 720.78	___ 849.93
_____	Half Page B 3 x 21"	___ 650.16	___ 738.36	___ 870.66
_____	Half Page C 4 x 16"	___ 660.48	___ 750.08	___ 884.48
_____	Third Page A 4 x 10.25"	___ 423.12	___ 480.52	___ 566.62
_____	Qtr Page A 3 x 10.25"	___ 317.34	___ 360.39	___ 424.97
_____	Qtr Page B 6 x 5.25"	___ 325.08	___ 369.18	___ 435.33
_____	Eighth Page 3 x 5.25"	___ 162.54	___ 192.54	___ 237.54
_____	Twelfth Page 2 x 2"	___ 41.28	___ 71.28	___ 116.28
_____	Custom Size: _____ x _____	___ \$ _____	___ \$ _____	___ \$ _____
				A: Subtotal: \$ _____

B Pre-Print & Special Opportunities

Run Dates: _____	SINGLE-SHEET INSERTS/FSI ___ Thousand (min. 3) @ \$85/thousand	SUDOKU SPONSOR ___ Days @ \$80/day
_____	FRONT PAGE BANNER ___ Days @ \$245/day	

		B: Subtotal: \$ _____

C Print Discounts

The GW Hatchet has an advertising agreement with GW and a 30% discount has already been factored into your rates.

* Special Issues

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

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

D Web Site Advertising

	MONTHLY	WEEKLY	
___ Billboard (468 x 60 pixels)	\$315.00	\$122.50	x ___ W / M
___ Square (300 x 250 pixels)	\$245.00	\$70.00	x ___ W / M
			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: ___ \$50	Incorrectly Formatted Ads: \$25
E: Subtotal: \$ _____	

F Total Price

A: Broadsheet:	\$ _____
B: Pre-Print:	+ \$ _____
C: Print Discounts:	- \$ N/A
D: Web:	+ \$ _____
E: Creative Services:	+ \$ _____
Total Contract:	= \$ _____

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 Oracle will be released to The Hatchet*

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.

* Please note that as a non-university entity, we cannot bill an alias. IPs must be released to us for payment.