

Advertiser: \_\_\_\_\_

Authorized By: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Fax: \_\_\_\_\_

City, State & Zip: \_\_\_\_\_

Email: \_\_\_\_\_

### A Print Advertising

Ad Title: _____  Run Dates: _____ _____ _____ _____ _____ _____	<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Ad Size</th> <th style="text-align: left;">Black &amp; White</th> <th style="text-align: left;">Spot Color</th> <th style="text-align: left;">Full Color</th> </tr> </thead> <tbody> <tr> <td>Full Page 6 x 21"</td> <td>— \$1858.50</td> <td>— \$1963.50</td> <td>— \$2233.50</td> </tr> <tr> <td>Half Page A 6 x 10.25"</td> <td>— 907.13</td> <td>— 1030.13</td> <td>— 1214.63</td> </tr> <tr> <td>Half Page B 3 x 21"</td> <td>— 929.25</td> <td>— 1055.25</td> <td>— 1244.25</td> </tr> <tr> <td>Half Page C 4 x 16"</td> <td>— 944.00</td> <td>— 1072.00</td> <td>— 1264.00</td> </tr> <tr> <td>Third Page A 4 x 10.25"</td> <td>— 604.75</td> <td>— 686.75</td> <td>— 809.75</td> </tr> <tr> <td>Qtr Page A 3 x 10.25"</td> <td>— 453.56</td> <td>— 515.06</td> <td>— 607.31</td> </tr> <tr> <td>Qtr Page B 6 x 5.25"</td> <td>— 464.63</td> <td>— 527.63</td> <td>— 622.13</td> </tr> <tr> <td>Eighth Page 3 x 5.25"</td> <td>— 232.31</td> <td>— 262.31</td> <td>— 307.31</td> </tr> <tr> <td>Twelfth Page 2 x 2"</td> <td>— 59.00</td> <td>— 89.00</td> <td>— 134.00</td> </tr> <tr> <td>Custom Size: _____ x _____</td> <td>— \$ _____</td> <td>— \$ _____</td> <td>— \$ _____</td> </tr> </tbody> </table>	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: \$ _____
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### B Pre-Print & Special Opportunities

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

### C Print Discounts

Contract Inches	
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 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 <small>(468 x 60 pixels)</small>	\$450.00	\$175.00	x ___ W / M
___ Square <small>(300 x 250 pixels)</small>	\$350.00	\$100.00	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:	- \$ _____
D: Web:	+ \$ _____
E: Creative Services:	+ \$ _____
<b>Total Contract:</b>	<b>= \$ _____</b>

### F 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.