



2011-2012 National Retail Contract

(Agencies & Clients Outside DC, MD, VA)

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"	___ \$2110.50	___ \$2260.50	___ \$2485.50
_____	Half Page A 6 x 10.25"	___ 1030.13	___ 1153.13	___ 1337.63
_____	Half Page B 3 x 21"	___ 1055.25	___ 1181.25	___ 1370.25
_____	Half Page C 4 x 16"	___ 1072.00	___ 1200.00	___ 1392.00
_____	Third Page A 4 x 10.25"	___ 686.75	___ 768.75	___ 891.75
_____	Qtr Page A 3 x 10.25"	___ 515.06	___ 576.56	___ 668.81
_____	Qtr Page B 6 x 5.25"	___ 527.63	___ 590.63	___ 685.13
_____	Eighth Page 3 x 5.25"	___ 263.81	___ 295.31	___ 342.56
_____	Twelfth Page 2 x 2"	___ 67.00	___ 97.00	___ 142.00
_____	Custom Size: _____ x _____	___ \$ _____	___ \$ _____	___ \$ _____

A: Subtotal: \$ _____

B Pre-Print & Special Opportunities

Run Dates: _____	SINGLE-SHEET INSERTS/FSI ___ Thousand (min. 3) @ \$85/thousand	SUDOKU SPONSOR ___ Days @ \$1200/day
_____	FRONT PAGE BANNER ___ Days @ \$400/day	MINI SUDOKU SPONSOR ___ Days @ \$65/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 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:	___ \$25	Incorrectly Formatted Ads:	\$25

E Total Price

A: Broadsheet:	\$ _____
B: Pre-Print:	+ \$ _____
C: Print Discounts:	- \$ _____
D: Creative Services:	+ \$ _____
Total Contract:	= \$ _____
Prepay to save an additional 5%	

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.