

2008-2009 Advertising Rates and Information Duke Departments & Student Groups

14,500 copies published daily
94% of undergraduates read *The Chronicle* regularly

Full Page

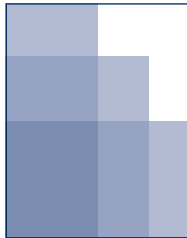
84 column inches
6 columns x 14 inches
(actual size: 10" x 13.875")



Student: \$581.28
Department: \$729.12

Half Page

42 column inches
horizontal:
6 columns x 7 inches
(actual size: 10" x 6.875")
vertical:
4 columns x 10.5 inches
(actual size: 6.625" x 10.375")

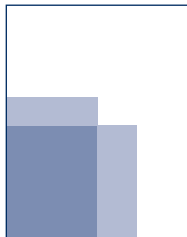


full-depth:
3 columns x 14 inches
(actual size: 4.875" x 13.875")

Student: \$290.64
Department: \$364.56

Quarter Page

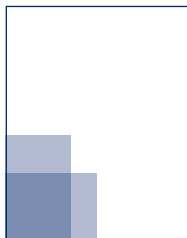
21 column inches
horizontal:
4 columns x 5.25 inches
(actual size: 6.625" x 5.125")
vertical:
3 columns x 7 inches
(actual size: 4.875" x 6.875")



Student: \$145.32
Department: \$182.28

Eighth Page

10.5 column inches
horizontal:
3 columns x 3.5 inches
(actual size: 4.875" x 3.375")
vertical:
2 columns x 5.25 inches
(actual size: 3.25" x 5.125")



Student: \$72.66
Department: \$91.14

Electronic Transmission of Ads

For a complete listing of supported applications and directions on posting your ad to our FTP site, contact the Advertising Department or download directions from www.dukechronicle.com on the Advertising page. Click on the "Technical Info" link to download.

Display Advertising Payment

Prepayment is required for all ads. Payment by IR, cash, check, or credit card is accepted. All advertising is subject to *The Chronicle's* policies and terms, copies of which are available in the Advertising Department and online at www.dukechronicle.com.

Production Services

Some ad production services are available. Contact the advertising office for more details.

Position Guarantees

Position can be guaranteed only for full-page ads with a 15% premium.

Proofs

One proof can be provided for each ad. Additional production charges may be incurred if copy or design changes are made to the original ad after the proof is shown. A second proof can not be provided.

Display Advertising Rates

Effective July 1, 2008

Rates below are per column inch. Column inches are determined by multiplying width (columns) by depth (inches).

Campus Rates

Duke Student Groups	\$6.92
Duke Departments	\$8.68

Department contract rates are available. Please contact the advertising office for more information.

Color

Color charges are in addition to column inch space.

		min/max cost
Duke Blue plus black	add 5%	\$25/75
Spot color plus black	add 10%	\$50/110
Full-color process (CMYK)	add 25%	\$75/300

Display Advertising Deadlines

Space, Copy, and Payment: 3 pm, 3 business days prior to insertion.

- Orders will not be processed until all required materials/payments are submitted.
- Cancellation or changes cannot be accepted after deadline.
- Advertising orders submitted electronically are not guaranteed placement. Please call the Advertising Department to confirm space requests.
- Special issues and holidays have earlier deadlines.

2008-2009 Advertising Rates and Information

Duke Departments & Student Groups

2008-2009 Publication Calendar

Unshaded areas of each calendar indicate publishing schedule.

July 2008							January 2009						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
		1	2	3	4	5					1	2	3
6	7	8	9	10	11	12	4	5	6	7	8	9	10
13	14	15	16	17	18	19	11	12	13	14	15	16	17
20	21	22	23	24	25	26	18	19	20	21	22	23	24
27	28	29	30	31			25	26	27	28	29	30	31

August							February						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2	1	2	3	4	5	6	7
3	4	5	6	7	8	9	8	9	10	11	12	13	14
10	11	12	13	14	15	16	15	16	17	18	19	20	21
17	18	19	20	21	22	23	22	23	24	25	26	27	28
²⁴ / ₃₁	25	26	27	28	29	30							

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

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

November							May						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1						1	2
2	3	4	5	6	7	8	3	4	5	6	7	8	9
9	10	11	12	13	14	15	10	11	12	13	14	15	16
16	17	18	19	20	21	22	17	18	19	20	21	22	23
²³ / ₃₀	24	25	26	27	28	29	²⁴ / ₃₁	25	26	27	28	29	30

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

Publication Day

Monday (Sportswrap)
 Tuesday
 Wednesday
 Thursday (Recess)
 Friday

Ad Deadline

Wednesday
 Thursday
 Friday
 Monday
 Tuesday

The Chronicle's complete schedule has deadlines for special issues and holidays.

Classified Line Advertising

Classified line ads are text only ads that appear in the classified section of *The Chronicle* newspaper and website. Classified line ads will appear on *The Chronicle* website at no additional charge.

Rates

Effective July 1, 2008

- \$6.00 for the first 15 words
- 10¢ for each additional word
- 10% discount for 3-4 insertions
- 20% discount for 5 or more insertions

Payment

All classified line ads must be pre-paid. Cash, check, or credit card are accepted.

Deadlines

Copy and payment for classified line ads must be placed online by noon or received in the advertising office by 11am one business day prior to publication. Special issues and holidays have earlier deadlines.

Submission of Ads

Classified line ads should be submitted online at www.dukechronicle.com. Ads may also be submitted by mail, phone, fax, or in person. For more information and specific instructions, contact the Advertising Department.

General Information

- Tearsheets and proofs are not provided.
- Cancelled ads may be removed from the paper if notification is made before the deadline. No refunds will be made after the deadline for the first run.
- *The Chronicle* does not accept classified ads for web display only.

SUDOKU Puzzle Sponsorship

\$75.00 first insertion

- Discounts available for multiple insertions. Please call for details.

The Chronicle

THE INDEPENDENT DAILY AT DUKE UNIVERSITY

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