

# Publication Calendar

## July 2008

S	M	T	W	T	F	S
		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		

## January 2009

S	M	T	W	T	F	S
				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

## August

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

## February

S	M	T	W	T	F	S
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

## September

S	M	T	W	T	F	S
	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				

## March

S	M	T	W	T	F	S
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				

## October

S	M	T	W	T	F	S
			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	

## April

S	M	T	W	T	F	S
				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	

## November

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

## May

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

## December

S	M	T	W	T	F	S
	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			

## June

S	M	T	W	T	F	S
	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				

Fall Career Fair Guide, Sept 15

Ad deadline: Sept 1

Spring Career & Summer Opportunities Guide, Jan 20

Ad deadline: Jan 5

### Advertising Director

Chrissy Beck

### The Chronicle

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# The Chronicle

THE INDEPENDENT DAILY AT DUKE UNIVERSITY

## 2008-2009 Advertising Guide for Recruiters



Duke University

An award-winning daily newspaper, *The Chronicle* has been serving the Duke Community for over one hundred years. Students, faculty and staff rely on *The Chronicle* for University and Medical Center news and commentary as well as for local and national news.

## Circulation

*The Chronicle* provides thorough penetration of the entire Duke Market. Each weekday morning of the academic year, 14,500 free copies are distributed at over 180 points throughout Duke's academic, administrative, medical and research facilities. During the summer, *The Chronicle* is published weekly with a circulation of 8,000.

## Maximize Your Recruiting Efforts at Duke

Since 94%\* of Duke undergraduates read *The Chronicle* regularly, your advertisement is a convenient and cost-effective way to publicize:

- employment opportunities
- educational opportunities
- interview dates
- application deadlines
- information sessions
- resume drops

\* Source: Newton Marketing & Research, 2005

**94%\*** of Duke undergraduates read *The Chronicle* regularly.

## Display Advertising Rates

- National rate per column-inch: \$17.88
- Non-Profit rate per column-inch: \$11.88

Please refer to the chart to the right for sizes and prices of standard ads. Other sizes are available.

## Color

Color charges are in addition to col.-inch space.

		min/max cost
Duke Blue plus black	add 5%	\$25/75
Each specified color plus black	add 10%	\$50/110
Four color process	add 25%	\$75/300

## Position Guarantees

Position can be guaranteed only for full-page ads with a 15% premium. Guaranteed placement in the classified section is limited to classified display ads.

## Acceptance Policies, Payment and Terms

Prepayment is required for all new, out-of-state, political, and/or transient advertisers. By placing an advertising order, the advertiser agrees to, and certifies conformity with, *The Chronicle's* Policies and Terms (available upon request). Statements and tearsheets will be mailed by the fifth of the month following publication.

## Display Advertising Sizes & Rates

Effective July 1, 2008

All rates are net and non-commissionable.

### Full Page 84 col-inches

6 col. x 14"  
(actual size: 10" x 13.875")

National: \$1,501.92  
Non-Profit: \$997.92

### Half Page 42 col-inches

*Horizontal*  
6 col. x 7" (10" x 6.875")

*Full Depth*  
3 col. x 14" (4.875" x 13.875")

National: \$750.96  
Non-Profit: \$498.96

### Quarter Page 21 col-inches

*Horizontal*  
4 col. x 5.25" (6.625" x 5.125")

*Vertical*  
3 col. x 7" (4.875" x 6.875")

National: \$375.48  
Non-Profit: \$249.48

### Eighth Page 10.5 col-inches

*Horizontal*  
3 col. x 3.5" (4.875" x 3.375")

*Vertical*  
2 col. x 5.25" (3.25" x 5.125")

National: \$187.74  
Non-Profit: \$124.74

## Column Widths

2 columns: 3.25 inches      4 columns: 6.625 inches  
3 columns: 4.875 inches      6 columns: 10 inches

*The Chronicle* is a fully paginated newspaper printed on an offset press in a 6 column tabloid format with a full page depth of 14 inches (full depth image area is 13.875 inches).

Advertising insertion order forms are available for download at [www.dukechronicle.com/advertising](http://www.dukechronicle.com/advertising) or by contacting the advertising office at 919-684-3811.

All space reservations must be placed directly with the Advertising Office. Ad materials submitted electronically will not be opened until a space reservation is made.

### Publication Day

Monday (*Sportswrap*\*)  
Tuesday  
Wednesday  
Thursday (*Recess*\*)  
Friday

### Ad Deadline

Wednesday  
Thursday  
Friday  
Monday  
Tuesday