

TOWERVIEW

THE CHRONICLE'S NEWS AND PERSPECTIVES MAGAZINE

Award-Winning Monthly News and Perspectives Magazine

Towerview is a national award-winning magazine and the only campus publication containing news perspective pieces and trends features related to content from *The Chronicle*. The magazine is published monthly in mini-tabloid format, and its staff pulls the best writers, editors and photographers from Duke's biggest student-run journalistic enterprise. First place winner in the Best in Show category at the Associated Collegiate Press's 2006 Pacemaker Awards, *Towerview* vividly and memorably covers all topics related to Duke—the health system, the Triangle, campus athletics, the arts scene and beyond.

Circulation: 11,000

- Inserted in *The Chronicle*
- Mailed to faculty, deans and managers at the University and Medical Center
- Delivered to over 30 off-campus locations
- Available in permanent *Towerview* bins on West Campus, East Campus, Duke Clinics & Hospital

Towerview Magazine Publication Dates

Published	Deadline
July 16	June 16
September 24	August 27
October 29	October 1
December 3	November 5
February 4	January 7
March 4	February 4
April 20	March 23

Why Towerview?

- Towerview makes a visual impact with its full color, glossy magazine format. Add full color to your ad for only \$100.
- Towerview reaches faculty, deans and managers at the University and Medical Center through direct campus mailing.

Rates and Sizes

Towerview is printed as a mini-tabloid magazine. Only the following sizes can be accepted.

Local Open (col-inch)		\$15.00
Full Page	7" x 9.75"	\$1,260.00
Half Page (horiz.)	7" x 4.75"	\$630.00
Half Page (vert.)	3.375" x 9.75"	\$630.00
Quarter Page	3.375" x 4.75"	\$315.00

Local Contract Rates apply.

Non-Profit (col-inch)	\$13.00
National (col-inch)	\$18.00

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.

Special Offer

For every ad placed in *Towerview*, advertisers can receive space in *The Chronicle* to re-run that exact ad for FREE. Full details available from your account representative.

Color

Color charges are in addition to column inch space.

CMYK \$100

Position Guarantee

Position can be guaranteed only for full page ads with a 15% premium of space cost.



- Towerview reaches campus visitors, such as alumni and parents, through carefully scheduled publication dates.
- Towerview was awarded first place in the Best in Show category at the Associated Collegiate Press's 2006 Pacemaker Awards.