

Ad Size	Full Color	Spot Color	Black & White
Full Page	\$1,980	\$1,790	\$1,680
Half Page	\$1,050	\$924	\$840
Quarter Page	\$525	\$470	\$420
Eighth Page	\$285	\$260	\$210

### Specs

We accept PDF files from many programs or JPEGs, PDFs or EPS files from Photoshop. Fonts must be embedded. With Photoshop files, resolution must be at least 300 dpi. With images embedded in ads, we suggest a resolution of 200 dpi.

<b>Full Page</b> 10" wide x 14" tall no bleed on newsprint	<b>1/2 Page Vertical</b> 6.625" wide x 10.375" tall	<b>1/2 Page Horizontal</b> 10" wide x 6.875" tall	<b>1/2 Page Full Depth</b> 4.875" wide x 14" tall	<b>Front Page Ad</b> 10" wide x 2" tall
<b>1/4 Page Vertical</b> 4.875" wide x 6.875" tall	<b>1/4 Page Horizontal</b> 6.625" wide x 5.125" tall	<b>1/8 Page Horizontal</b> 4.875" wide x 3.375" tall	<b>1/8 Page Vertical</b> 3.25" wide x 5.125" tall	

### Deadlines

Space, Copy and Payment: 3 p.m., two business days prior to insertion.

If you need a proof, The Chronicle must receive copy **three days prior** to publication.

Cancellation or changes cannot be accepted after deadline.

Special issues and holidays have advanced deadlines, see publication calendar for more info.

# The Chronicle

THE INDEPENDENT DAILY AT DUKE UNIVERSITY

## Front Page Advertising

\$400 per insertion

10 inches wide by 2 inches deep. Full color included. No other discounts apply.

## Pre-printed Inserts

One-Sheet/Page \$100 / thousand

Multi-Page \$110 / thousand

Inserts are sold in increments of 1,000 with 5,000 minimum and 10,000 maximum.

A sample of new inserts must be submitted for approval two weeks prior to distribution.

Multiple advertiser insert rates may be available. Contact advertising office for approval and rates.

Shipping address for approved inserts:

Triangle Web Printing

514 United Dr.

Durham, NC 27713

## Digital Advertising

### dukechronicle.com

CPM Rates (50,000 impression minimum)

Leaderboard 728x90

Medium Rectangle 300x250

Small Button 300x90

Local

\$10 (\$500 / 50,000 impressions)

\$7 (\$350 / 50,000)

\$6 (\$300 / 50,000)

National

\$16 (\$800 / 50,000)

\$12 (\$600 / 50,000)

\$12 (\$600 / 50,000)

### qDuke.com

Text Link: \$250/month or \$750/semester

Leaderboard 728x90: \$400/month or \$1250/semester

### nearDuke.com/housing

Listing: \$99/month

### nearDuke.com/dining

Listing: \$50/month

### Headline Email Ads

Skyscraper 160x600: \$250/week

## Classified Line Advertising

dukechronicle.campusave.com

All classified ads must be submitted by noon, one business day prior to publication. All classified ads must be submitted via dukechronicle.com.

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**2015-2016**  
**Advertising Rates**  
**& Information**  
national advertisers