

2015-2016 Campus Rates

Duke Department Rate

Ad Size	Full Color	Spot Color	Black & White
Full Page	\$924	\$776.16	\$739.20
Half Page	\$462	\$394.60	\$369.60
Quarter Page	\$259.80	\$209.80	\$184.80
Eighth Page	\$167.40	\$117.40	\$92.40

Student Group Rate

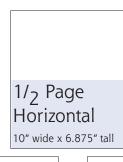
Ad Size	Full Color	Spot Color	Black & White
Full Page	\$743.40	\$624.46	\$594.72
Half Page	\$372.36	\$322.36	\$297.36
Quarter Page	\$100	\$75	\$50

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.

Full Page	
10" wide x 14" tall no bleed on newsprint	

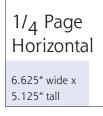








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Ve	rtical
4.87	75" wide x 75" tall
6.87	75" tall





0	Page tical
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.



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) National Campus Leaderboard 728x90 \$9 (\$450 / 50,000 impressions) \$16 (\$800/50,000) Medium Rectangle 300x250 \$6 (\$300/50,000) \$12 (\$600 / 50,000) Small Button 300x90 \$5 (\$250/50,000) \$12 (\$600/50,000)

qDuke.com

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

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

nearDuke.com/housing

nearDuke.com/dining Listing: \$99/month 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.

PO Box 90858 Duke University ◆ Durham, NC 27708-0858 Phone: (919) 684-3811 Fax: (919) 668-1247 advertising@chronicle.duke.edu