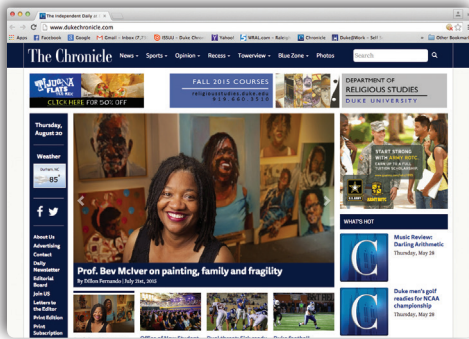


The Chronicle

THE INDEPENDENT DAILY AT DUKE UNIVERSITY

2015-2016 Digital Media Rates



dukechronicle.com

- 300,000 average monthly users
 - 800,000 average monthly pageviews
- The top site for Duke news and information.

CPM RATES (50,000 IMPRESSION MINIMUM)

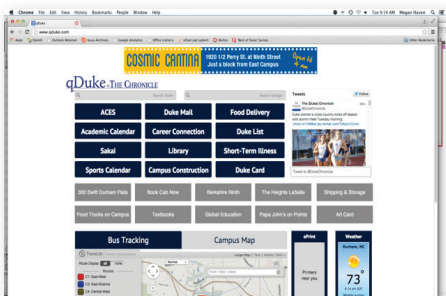
	Campus	Local	National
Leaderboard 728x90	\$9 (\$450/50,000)	\$10 (\$500/50,000)	\$16 (\$800/50,000)
Medium Rectangle 300x250	\$6 (\$300/50,000)	\$7 (\$350/50,000)	\$12 (\$600/50,000)
Small Button 300x90	\$5 (\$250/50,000)	\$6 (\$300/5,000)	\$12 (\$600/50,000)



Mobile Advertising

On average, 45% of dukechronicle.com's traffic is accessed through a mobile device. The Chronicle App has over 7,000 downloads and over 12,000 pageviews a month.

	Month	Semester
Mobile Sticky Ad 320x50	\$300	\$1,500
Chronicle App Front Tile 424x404	\$300	\$1,500
Chronicle App 620x200	\$300	\$1,500



qDuke.com

- 12,000 average monthly users
 - 275,000 average monthly pageviews
- Over 45% of students use qDuke every day and a third have it set as their homepage.

	Month	Semester
Text Links	\$250	\$750
Leaderboard 728x90	\$400	\$1,500
Medium Rectangle 300x250	\$300	\$1,000

Headline Emails

More than 2,000 subscribers receive a daily digest of Chronicle headlines with an average 35% open rate. Targets faculty, staff and professionals.

	Week (5 days)	Month (20 days)
Medium Rectangle 300x250	\$250	\$700

Undergraduate Targeted Digital Package

Target undergrads with the power of dukechronicle.com and qDuke.com.

Small Button 300x90 on dukechronicle.com
Leaderboard 728x90 on qDuke.com

Campus	Retail	National
\$450/month	\$500/month	\$800/month

We accept png, gifs, jpegs, swf (flash) files. We accept animation but not sound. Maxium ad size is 40kb.