# The Chronicle

## 2016-2017 Campus Rates

THE INDEPENDENT DAILY AT DUKE UNIVERSITY

### **Duke Department Rate**

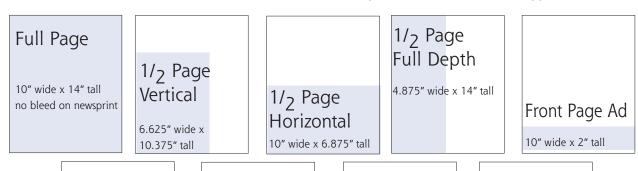
Ad Size	Full Color	Spot Color	Black & White
Full Page	\$924	\$776.16	\$739.20
Half Page	\$462	\$394.60	\$369.60
Quarter Page	\$259.80	\$209.80	\$184.80
Eighth Page	\$167.40	\$117.40	\$92.40
Front Page	\$400		

**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.



1/<sub>4</sub>
Page
Vertical

4.875" wide x
6.875" tall

1/4 Page Horizontal 6.625" wide x 5.125" tall 1/8 Page Horizontal

4.875" wide x
3.375" tall 1/8 Page Vertical 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.