

The Chronicle

THE INDEPENDENT DAILY AT DUKE UNIVERSITY

2016-2017
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
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.

Full Page 10" wide x 14" tall no bleed on newsprint	1/2 Page Vertical 6.625" wide x 10.375" tall	1/2 Page Horizontal 10" wide x 6.875" tall	1/2 Page Full Depth 4.875" wide x 14" tall	Front Page Ad 10" wide x 2" tall
1/4 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.