

2017-2018 Digital Rates

ads@dukechronicle.com
(919) 684-3811

DukeChronicle.com

The top site for Duke news and information.

- 250,000 average monthly users
- 600,000 average monthly pageviews
- On average, 55% of dukechronicle.com's traffic is accessed through a mobile device.

RATES (50,000 impression minimum*)

	Campus	Local	National
Medium Rectangle 300x250	\$400/50,000	\$450/50,000	\$700/50,000
Small Button 300x90	\$350/50,000	\$400/50,000	\$650/50,000
Mobile Sticky 320x50	\$400/month	\$450/month	\$650/month

*It typically takes 10 days to serve 50,000 impressions.

▶ SAVE THE DATE

Target the Durham market for time-sensitive events. Your ad will only show up on devices in Durham!

dukechronicle.com

Medium Rectangle 300x250/25,000 impressions \$300/week

▶ DUKE NATION

Target Duke alumni, parents, fans and future students regionally, nationally, and globally. Your ad will only show up on devices for users outside of Durham in designated cities, state, or regions.

dukechronicle.com

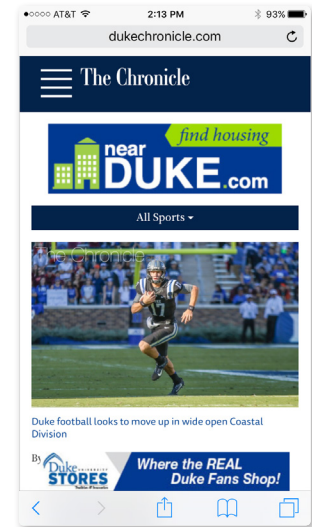
Medium Rectangle 300x250 **Campus** \$400/50,000 **Local** \$450/50,000 **National** \$700/50,000

▶ HIT THE SPOT

Uniquely suited for restaurants and bars. Target your ad during a set time period (lunch, dinner, late-nite).

dukechronicle.com

Medium Rectangle 300x250/100,000 impressions \$500/month



UNDERGRADUATE TARGETED DIGITAL PACKAGE

Target undergrads with the power of dukechronicle.com and Devil Friends.

Small Button 300x90 on dukechronicle.com
Sponsored posts from The Chronicle's Facebook and Twitter (2 per month)

Campus	Local	National
\$450/month	\$550/month	\$900/month

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Devil Friends

Amplify your social media presence and include your social media feeds (Twitter, Facebook, and/or Instagram) on an aggregated social media stream on dukechronicle.com.

\$150/Month

\$650/Semester

Sponsored Tweets or Facebook posts from The Chronicle's social media platforms.

\$150/Post

 14,302 /  @dukechronicle - 13,200 /  @dukebasketball - 128,000

Events Calendar

Promote your event on The Chronicle's curated events calendar featuring the can't-miss things to do at and around Duke.

\$150/Event

EMAIL MARKETING

Headline Emails

More than 3,300 subscribers receive a daily digest of Chronicle headlines, with an average 35% open rate. Targets faculty, staff, professionals and alumni.

Medium Rectangle 300x250 \$250/Week

Overtime

More than 2,200 Duke basketball fans receive this weekly email with highlights and analysis from The Chronicle's sports editor. Average 35% open rate.

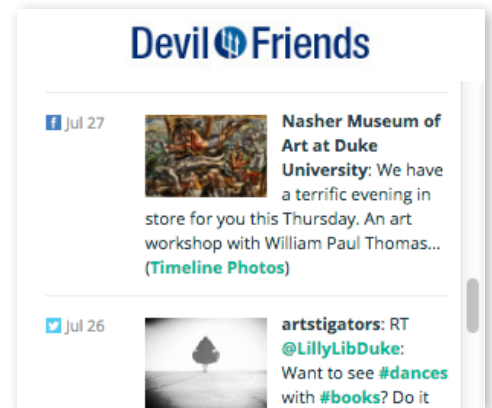
Medium Rectangle 300x250 \$250/week

The Dirt ▶



More than 1,200 subscribers receive a weekly email on what's trending at Duke, with an average 55% open rate. Targets undergrads.



"Get The Dirt" sponsored content \$500

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



Devil Friends

 Jul 27  **Nasher Museum of Art at Duke University:** We have a terrific evening in store for you this Thursday. An art workshop with William Paul Thomas... [\(Timeline Photos\)](#)

 Jul 26  **artstigators: RT @LillyLibDuke:** Want to see #dances with #books? Do it



Monday, July 18

RIOULT Dance NY, American Dance Festival
Reynolds Theatre

8-10 p.m.

[Click here for tickets](#)

RIOULT Dance NY, known for its sensual, articulate, and exquisitely musical work, will present "WOMEN ON THE EDGE...Unsung Heroines of the Trojan War," a trilogy of dances inspired by Euripides' tragic heroines Iphigenie, Helen of Troy, and Cassandra.

Get The Dirt...

On the Best Duke Can Offer During Summer Session

Wednesday, March 30 2016

 Share  Tweet  Share

 Print

Summer is a time for fun and exploration, big plans and time with friends. And staying at Duke for Summer Session classes should be no exception to this rule. Here is a list of the Dirt's favorite classes coming to you this summer and how you can connect them to the best extracurriculars that Summer can bring you.

This content is brought to you by The Dirt, The Chronicle's weekly newsletter for all that's trending for Duke students on campus and in the Triangle area.

Want to take Public Speaking? Then try out Karaoke at The Tavern

