

2017-2018
Local Retail Rates

ads@dukechronicle.com
(919) 684-3811

Chronicle

Ad Size	Full Color	Spot Color (15% discount)	Black & White (20% discount)
Full Page	\$1,520	\$1,292	\$1,216
Half Page	\$760	\$646	\$608
Quarter Page	\$380	\$323	\$304
Eighth Page	\$190	\$161.50	\$152
Front Page	\$400		

Contract Rates:	\$1,500 – 20% discount	\$6,000 – 35% discount
	\$3,000 – 25% discount	\$7,500 – 40% discount
	\$4,500 – 30% discount	\$10,000 – 45% discount

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.

The diagram illustrates the following ad sizes and dimensions:

- Full Page:** 10" wide x 14" tall, no bleed on news-print.
- 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 publication.

Cancellation or changes cannot be accepted after deadline. Special issues and holidays have advanced deadlines, see publication calendar for more info.

Circulation 8,000 copies / 3x a week on Monday, Wednesday, Friday

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\$1,500 Contract Level (20% discount)

Ad Size	Full Color	Spot Color	Black & White
Full Page	\$1,216	\$1,033.60	\$972.80
Half Page	\$608	\$516.80	\$486.40
Quarter Page	\$304	\$258.40	\$243.20
Eighth Page	\$152	\$129.20	\$121.60

\$3,000 Contract Level (25% discount)

Ad Size	Full Color	Spot Color	Black & White
Full Page	\$1,140	\$969	\$912
Half Page	\$570	\$484.50	\$456
Quarter Page	\$285	\$242.25	\$228
Eighth Page	\$142.50	\$121.13	\$114

\$4,500 Contract Level (30% discount)

Ad Size	Full Color	Spot Color	Black & White
Full Page	\$1,064	\$904.40	\$851.20
Half Page	\$532	\$452.20	\$425.60
Quarter Page	\$266	\$226.10	\$212.80

\$6,000 Contract Level (35% discount)

Ad Size	Full Color	Spot Color	Black & White
Full Page	\$968	\$839.80	\$790.40
Half Page	\$494	\$419.90	\$395.20
Quarter Page	\$247	\$209.95	\$197.60

\$7,500 Contract Level (40% discount)

Ad Size	Full Color	Spot Color	Black & White
Full Page	\$912	\$775.20	\$729.60
Half Page	\$456	\$387.20	\$364.80
Quarter Page	\$228	\$193.80	\$182.40

\$10,000 Contract Level (45% discount)

Ad Size	Full Color	Spot Color	Black & White
Full Page	\$836	\$710.60	\$668.60
Half Page	\$418	\$355.30	\$334.40
Quarter Page	\$209	\$177.65	\$167.20