

2017-2018
National Rates

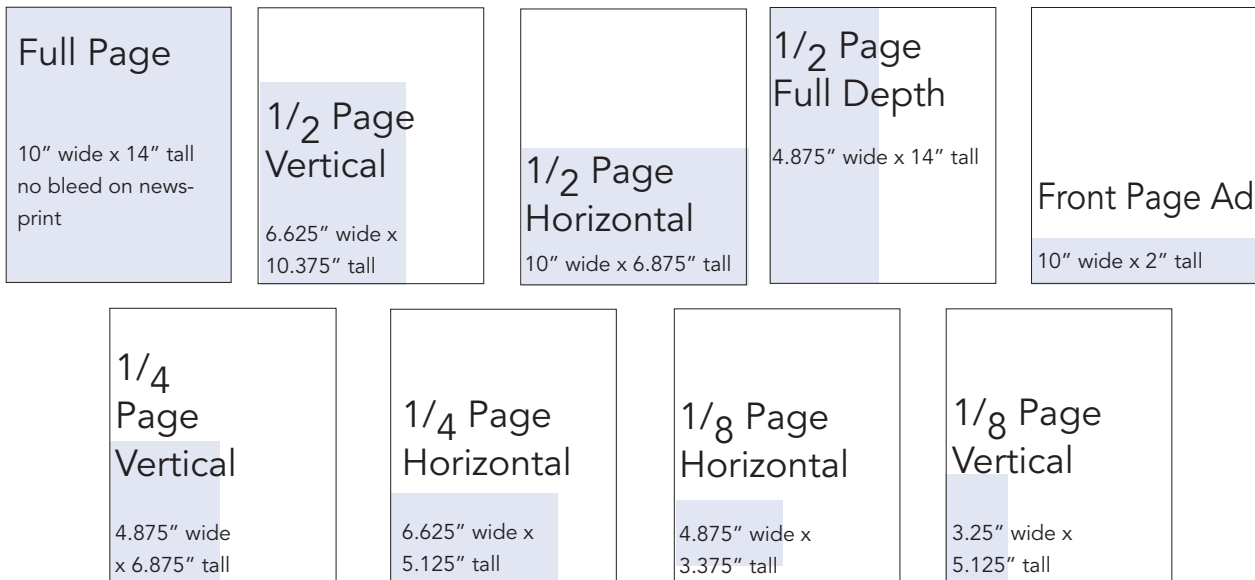
ads@dukechronicle.com
(919) 684-3811

Chronicle

Ad Size	Full Color	Spot Color	Black & White
Full Page	\$1,980	\$1,790	\$1,680
Half Page	\$1,050	\$924	\$840
Quarter Page	\$525	\$470	\$420
Eighth Page	\$285	\$260	\$210

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.



Deadlines Space, Copy and Payment: 3 p.m., two business days prior to insertion.

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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Front Page Advertising

\$400 per insertion

10 inches wide by 2 inches deep. Full color included. No other discounts apply.

Pre-printed Inserts

One-Sheet/Page	\$100/thousand
Multi-Page	\$110/thousand

Inserts are sold in increments of 1,000 with 5,000 minimum and 8,000 maximum. We can rack up to 3,000 additional freestanding inserts in strategic locations on campus. A sample of new inserts must be submitted for approval two weeks prior to distribution. Multiple advertiser insert rates may be available. Contact advertising office for approval and rates.

Shipping address for approved inserts: Triangle Web Printing, 514 United Dr. Durham, NC 27713

Digital Advertising

dukechronicle.com

CPM Rates (50,000 impression minimum)	Nonprofit	National
Medium Rectangle 300x250	\$8 (\$400 / 50,000)	\$14 (\$700 / 50,000)
Small Button 300x100	\$7 (\$350 / 50,000)	\$13 (\$650 / 50,000)

Headline Email Ads

Medium Rectangle 300x250: \$250/week

Classified Line Advertising

dukechronicle.campusave.com

All classified ads must be submitted by noon, one business day prior to publication. All classified ads must be submitted via dukechronicle.com.

Mobile Advertising

On average, 50% of dukechronicle.com's traffic is accessed through a mobile device.

	Month	Semester
Mobile Sticky Ad 320x50	\$650	\$1,500
Chronicle App 620x200	\$300	\$1,250
Mobile Package 620x200 (includes both)	\$550	\$2,000

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.

Month	Semester
\$150	\$650

Add sponsored Tweets or Facebook posts from The Chronicle's social media platforms:

Standard	In-Game (posts during Duke football or basketball games)
\$150 for two posts per day	\$300 for two posts per game