DUKECHRONICLE.COM

250,000 average monthly users • 600,000 average monthly pageviews

DISPLAY RATES (50,000 impression minimum)

<table>
<thead>
<tr>
<th>Size</th>
<th>Campus</th>
<th>Local</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard 728x90</td>
<td>$500/50,000</td>
<td>$550/50,000</td>
<td>$800/50,000</td>
</tr>
<tr>
<td>Medium Rectangle 300x250</td>
<td>$500/50,000</td>
<td>$550/50,000</td>
<td>$800/50,000</td>
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<tr>
<td>Mobile Sticky 320x50</td>
<td>$450/month</td>
<td>$500/month</td>
<td>$700/month</td>
</tr>
</tbody>
</table>

BRANDED CONTENT

Branded Article
Branded article written by a staff writer. Featured on the homepage. $500/5 days Chronicle home page.

SOCIAL MEDIA

Reach thousands of engaged Duke students, faculty, staff, alumni and fans through The Chronicle's social media platforms. $250/Post

@dukechronicle 21,561 followers
@thedukechronicle 5,304 followers
@dukechronicle 17,000 followers
@dukebasketball 151,000 followers

EMAIL MARKETING

Daily Rundown
Daily digest of Chronicle headlines.
Published every weekday during the semester.
300x250 $350/week
800x400 $500/week or $150 per day

The Dirt
Weekly curated email targeting undergrads with what's trending at Duke. Published on Thursday afternoon during the semester.
500x90 $250/week
Dirt Takeover $650
Dirt Listing $150

Overtime
Weekly email with Duke basketball highlights and analysis from The Chronicle's sports editor. Published weekly during the basketball season.
300x250 $250/month

We accept png, gifs, and jpegs. We accept animation but not sound. Maximum ad size is 1.5mb.