DukeChronicle.com

The top site for Duke news and information.

- 366,000 average monthly users
- 800,000 average monthly pageviews
- On average, 65% of dukechronicle.com’s traffic is accessed through a mobile device.

**RATES** (50,000 impression minimum*)

<table>
<thead>
<tr>
<th></th>
<th>Campus</th>
<th>Local</th>
<th>National</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard 728x90</td>
<td>$450/50,000</td>
<td>$500/50,000</td>
<td>$750/50,000</td>
</tr>
<tr>
<td>Medium Rectangle 300x250</td>
<td>$450/50,000</td>
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<tr>
<td>Small Button 300x90</td>
<td>$350/50,000</td>
<td>$400/50,000</td>
<td>$650/50,000</td>
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<tr>
<td>Mobile Sticky 320x50</td>
<td>$400/month</td>
<td>$450/month</td>
<td>$650/month</td>
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Billboard 970x250 - featured on every home page view on desktop (limited availability) $300/day

*50,000 impression campaigns can be served across 5-30 days depending on the advertiser’s preference.

**Social Media**

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

$200/Post

Facebook: @dukechronicle - 18,850 followers  
Instagram: @thedukechronicle - 2,701 followers  
Twitter: @dukechronicle - 15,600 followers  
@dukebasketball - 150,700 followers

**Influencer Network**

Utilize some of the most prominent social accounts on campus to target the Duke community.

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<table>
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<tbody>
<tr>
<td>1 post</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>5 posts</td>
<td>$400</td>
<td></td>
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<tr>
<td>10 posts</td>
<td>$300</td>
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</tbody>
</table>

**Sponsored Content**

Article with a link on The Chronicle’s homepage includes one sponsored social post $500/5 days

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

| Medium Rectangle 300x250 + post on two social media channels | Campus $550/50,000 | Retail $600/50,000 |

Email Marketing

Daily Rundown

More than 5,000 subscribers receive a daily digest of Chronicle headlines, with an average 35% open rate. Targets faculty, staff, professionals and alumni. Published every weekday during the semester.

Medium Rectangle 300x250 $250/Week

The Dirt

More than 3,000 subscribers receive a weekly email on what’s trending at Duke, with an average 45% open rate. Targets undergrads. Published on Thursday afternoon.

500x90 ad $250

Includes a mention in our weekly Dirt social media post.

Dirt Takeover $650

Includes branding with our Dirt logo, a 320x50 ad, content geared toward your ad theme, and a mention in a social post.

The Grundown

More than 1,000 graduate student subscribers. Over 50% open rate. Published weekly during the semester.

Medium Rectangle 300x250 $250/month

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. Published weekly during basketball season.

Medium Rectangle 300x250 $250/month

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