

2018-2019 Digital Rates

ads@dukechronicle.com
(919) 684-3811

DukeChronicle.com

The top site for Duke news and information.

- 300,000 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	\$450/50,000	\$500/50,000	\$750/50,000
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.

- Target your ad by location or time.
- Target undergrads with the Small Button - the ad shows up on the top of every mobile pageview!

Social Media

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

\$200/Post

f 15,500 / @dukechronicle - 14,100 / @dukebasketball - 139,000

Email Marketing

Headline Emails

More than 3,500 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 ▶

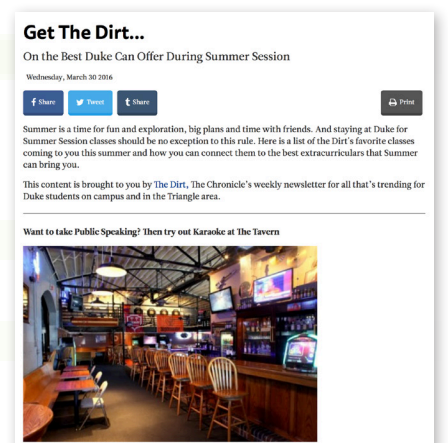
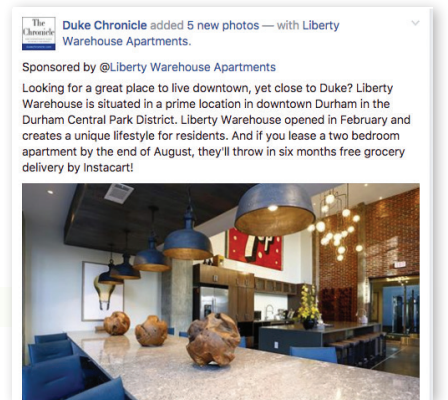
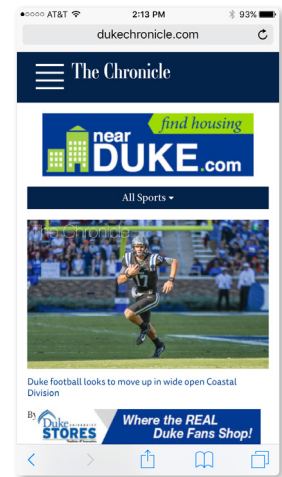
More than 1,600 subscribers receive a weekly email on what's trending at Duke, with an average 55% open rate. Targets undergrads. Published on Thursday afternoon.

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.



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