

2018-2019  
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.

The diagram illustrates the following ad sizes and dimensions:

- Full Page:** 10" wide x 14" tall, no bleed on newsprint.
- 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 / 2x a week on Monday and Wednesday

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## Front Page Advertising

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\$400 per insertion

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

## Pre-printed Inserts

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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

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### dukechronicle.com

CPM Rates (50,000 impression minimum)	Nonprofit	National
Medium Rectangle 300x250	\$10 (\$500 / 50,000)	\$15 (\$750 / 50,000)
Small Button 300x100	\$8 (\$400 / 50,000)	\$13 (\$650 / 50,000)

### Headline Email Ads

Medium Rectangle 300x250: \$250/week

### Mobile Sticky Ads

320x50                      \$650/month                      \$1,500/semester

## Classified Line Advertising

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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.