

# The Chronicle

THE INDEPENDENT DAILY AT DUKE UNIVERSITY

PO Box 90858 • 101 West Union Building  
 Duke University • Durham, NC 27708-0858  
 Phone: (919) 684-3811  
 Fax: (919) 668-1247  
 advertising@chronicle.duke.edu

## 2012 - 2013 Advertising Rates & Information

national advertisers

### Online Advertising

[www.dukechronicle.com](http://www.dukechronicle.com)

#### Rate

Rate is per thousand impressions. Minimum purchase of 50,000 impressions.

Top banner	468 x 60 pixels	\$12/cpm
Medium rectangle	300 x 250	\$11/cpm
Leaderboard	728 x 90	\$13/cpm

### Front Page Advertising

**\$600.00 per insertion**

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

### Sudoku Puzzle Sponsorship

**\$75.00 per insertion**

A 10% discount is offered for 5 or more insertions.

### Classified Line Advertising

[www.dukechronicle.com/classifieds](http://www.dukechronicle.com/classifieds)

Information regarding classified line advertising is available online. All classified ads must be submitted on our website.

### Preprinted Inserts

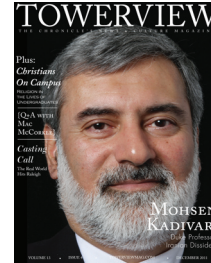
#### Rates

1 sheet/page	\$100/thousand
multi-page	\$110/thousand

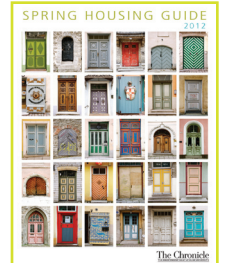
Inserts are sold in increments of 1,000 with 5,000 minimum and 12,000 maximum.  
 A sample of new inserts must be submitted for approval two weeks prior to distribution.  
 Multiple advertiser insert rates may be available. Contact the advertising office for approval and rates.

#### Ship approved inserts to:

Triangle Web Printing, 514 United Drive, Durham, NC 27713



July 2  
 September 28  
 October 31  
 November 28



July 2  
 March 22



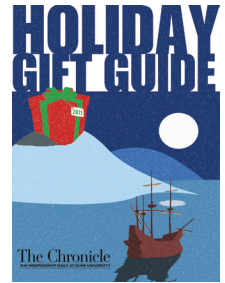
September 4  
 January 15



September 21  
 February 8



September 11  
 October 17  
 January 23



November 20  
 November 27  
 December 4

JULY 2012						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

AUGUST 2012						
S	M	T	W	T	F	S
				1	2	3
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

SEPTEMBER 2012						
S	M	T	W	T	F	S
						1
	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
<sup>23</sup> / <sub>30</sub>	24	25	26	27	28	29

OCTOBER 2012						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

NOVEMBER 2012						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

DECEMBER 2012						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
<sup>23</sup> / <sub>30</sub>	<sup>24</sup> / <sub>31</sub>	25	26	27	28	29

JANUARY 2013						
S	M	T	W	T	F	S
						1
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

FEBRUARY 2013						
S	M	T	W	T	F	S
						1
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

MARCH 2013						
S	M	T	W	T	F	S
						1
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
<sup>24</sup> / <sub>31</sub>	25	26	27	28	29	30

APRIL 2013						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

MAY 2013						
S	M	T	W	T	F	S
						1
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JUNE 2013						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
<sup>23</sup> / <sub>30</sub>	24	25	26	27	28	29

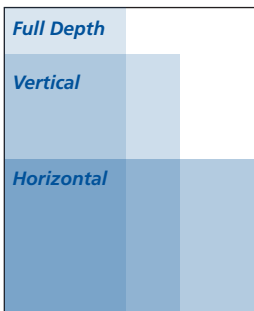
● denotes dates with special publications



Full Page

**Full Page**  
 84 column inches  
 6 columns x 14 inches  
 10" x 13.875"

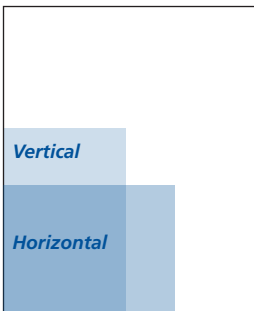
black & white \$1,680.00  
 spot color \$1,780.00  
 full color \$1,980.00



Full Depth

**Half Page**  
 42 column inches  
**Horizontal**  
 6 columns x 7 inches  
 10" x 6.875"  
**Vertical**  
 4 columns x 10.5 inches  
 6.625" x 10.375"

black & white \$840.00  
 spot color \$940.00  
 full color \$1,140.00

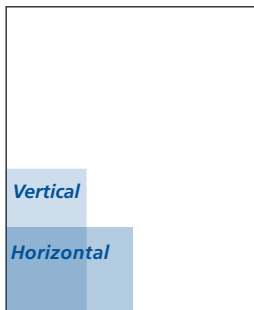


Vertical

Horizontal

**Quarter Page**  
 21 column inches  
**Horizontal**  
 4 columns x 5.25 inches  
 6.625" x 5.125"  
**Vertical**  
 3 columns x 7 inches  
 4.875" x 6.875"

black & white \$420.00  
 spot color \$520.00  
 full color \$720.00



Vertical

Horizontal

**Eighth Page**  
 10.5 column inches  
**Horizontal**  
 3 columns x 3.5 inches  
 4.875" x 3.375"  
**Vertical**  
 2 columns x 5.25 inches  
 3.25" x 5.125"

black & white \$210.00  
 spot color \$310.00  
 full color \$510.00

### Display Advertising Rates

Effective July 1, 2011

Rates are per column inch.

Column inches are determined by multiplying width (columns) by depth (inches).

National Rate	Duke Career Center Recruiter Rate
\$20.00	\$19.00

### Display Advertising Color Charges

Color charges are in addition to column inch space.

Spot color plus black	add \$100
Full color plus black	add \$300

### Display Advertising Deadlines

**Space, Copy and Payment: 3pm, 2 business days prior to insertion**

If you need a proof The Chronicle must receive ad copy 3 days prior to publication.

Cancellation or changes cannot be accepted after deadline.

Advertising orders submitted electronically are not guaranteed placement. Please call the Advertising Department to confirm space requests.

Special issues and holidays have earlier deadlines.

### Display Advertising

#### Payment

Prepayment is required for all ads. Payment by cash, check, credit card, procurement card or fund code is accepted. All advertising is subject to The Chronicle's policies and terms, copies of which are available in the Advertising Department and online at [www.dukechronicle.com](http://www.dukechronicle.com).

#### Production Services

Some ad production services are available. Contact the Advertising office for more details.

#### Position Guarantees

Position can be guaranteed only for full-page ads with a 15% premium.

#### Proofs

One proof can be provided for each ad. Additional production charges may be incurred if copy or design changes are made to the original ad after the proof is shown. A second proof cannot be provided.

#### Electronic Submission of Ads

To submit your ad, please email a PDF to [advertising@chronicle.duke.edu](mailto:advertising@chronicle.duke.edu).