



Digital Media

In its 19th year, The Chronicle's digital media department extends the reach of the daily newspaper's circulation – including prospective students, current students, parents, alumni, visitors and Duke fans everywhere.

- dukechronicle.com received almost 5 million page views last year
- 3 out of 4 Duke students read dukechronicle.com; 94% of students also read the print edition
- 25% of dukechronicle.com users access the site from a mobile device
- 33% of undergrads use qDuke.com as their home page

■ dukechronicle.com

CPM Rates (per 1000 page views) and Specs:

	LOCAL	NATIONAL
Leaderboard 728x90	\$9	\$15
Medium Rectangle 300x250	\$6	\$11
Small Button 240x90	\$5	\$11

- Banner ads are priced by page views – the number of times each ad is displayed online. The minimum order is 50,000 views.
- Email creative to: advertising@chronicle.duke.edu
- We can create ads for you or accept artwork sized to the above specifications and sent as png, gifs, jpegs, swf (flash files). We can accept animation but not sound.
- Maximum ad size 40kb.

■ qDuke.com

- Over 45% of students use everyday
- Almost 1/3 of undergrads have as homepage

QDuke is the launching spot that links to the most pertinent Duke info with over 350,000 page views a month. Limited ad links are available.

- Month: \$250
- Semester: \$750
- 20 character max

■ Headline Email Ads

More than 2,000 readers subscribe to receive free daily headlines via email, with links to the top stories featured on dukechronicle.com. One tower ad per day is available. Space is limited.

- Week (5 days): \$250
- Month (20 days): \$900
- Skyscraper 160 x 600

■ nearDuke.com Chronicle's guide to housing

The primary local housing site for the Duke community offering detailed information on the local housing market for renters or buyers.

- \$99/month
- 1 year contract
- banner ads available

■ The Chronicle App

With over 2,000 downloads in the first months, the mobile app is quickly becoming a fixture for news and community information at Duke.

- * App available for iphone + andriod users
- * Limited premium placement available
- 6 Weeks: \$800
- Semester: \$1,500