



Digital Media

In its 20th 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 over 5 million page views and over 2 million unique visitors last year
- 3 out of 4 Duke students read dukechronicle.com; 94% of students also read the print edition
- 30% 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.com
- 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.

■ Sponsored Content

Communicate your message through content on The Chronicle's Big Blog!

- \$100 per post
- \$500 for a package of 10 posts
- \$1,000 for a package of 20 posts

■ 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 450,000 page views a month. Limited ad space available.

Links

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

Leaderboard

- 728x90 pixels
- \$1,250 per semester

Tab

- 912 x 500 pixels
- \$1,500 per semester

■ Headline Email Ads

More than 2,000 readers subscribe to receive free daily headlines and breaking news alerts. One tower ad per day is available. Space is limited.

- Week (5 days): \$250
- Month (20 days): \$700
- Skyscraper 160 x 600

■ Mobile Banner

Reach the 30% of readers that access dukechronicle.com on their mobile devices.

- 320 x 50 pixels
- \$225 per month
- May rotate with other ads

■ nearDuke Housing nearduke.com/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
- limited banner ads available: \$125 per month

■ nearDuke Dining nearduke.com/dining

A new local dining search engine for the Duke and surrounding community!

- \$50/month
- 1 year contract
- limited banner ads available: \$75 per month

■ The Chronicle App

With over 6,700 downloads.

- Available for iPhone + Android
- 6 Weeks: \$800
- Semester: \$1,500
- 424 x 404 pix, png

■ DukeScheduler.com

- Unique skin advertising opportunity
- 1280 x 400 pix
- \$1,500 per semester