

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

Local retail and non-profit advertisers

Online Advertising

www.dukechronicle.com

Rate

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

Small Button	240 x 90	\$4/cpm
Medium rectangle	300 x 250	\$6/cpm
Leaderboard	728 x 90	\$9/cpm

Front Page Advertising

\$400.00 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

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

Preprinted Inserts

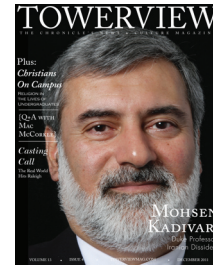
Rates

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.

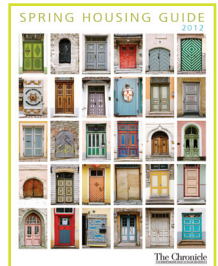
Ship approved inserts to:

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



July 2
 September 28
 October 31
 November 28

February 27
 March 27
 April 17



July 2
 March 22



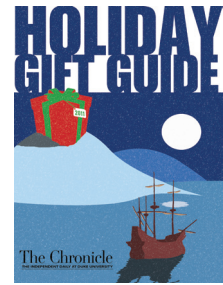
September 4
 January 15



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
²³ / ₃₀	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
²³ / ₃₀	²⁴ / ₃₁	25	26	27	28	29

JANUARY 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	31	

FEBRUARY 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	

MARCH 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 / ₃₁	25	26	27	28	29

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
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					

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
23	24	25	26	27	28	29
²⁹ / ₃₀	³⁰ / ₃₁					

● denotes dates with special publications

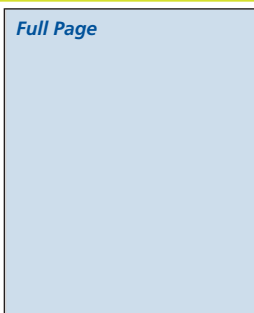
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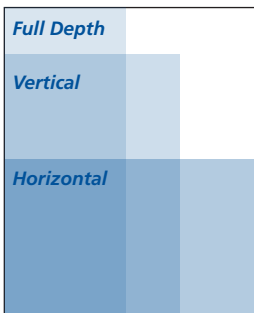
local retail and non-profit advertisers



Full Page

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

black & white \$1,216.32
 Duke blue \$1,277.14
 spot color \$1,326.32
 full color \$1,516.32



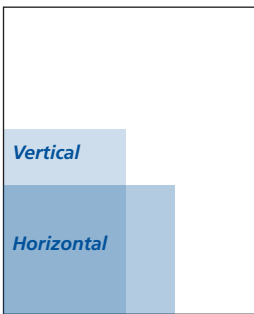
Full Depth

Vertical

Horizontal

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"
Full Depth
 3 columns x 14 inches
 4.875" x 13.875"

black & white \$608.16
 Duke blue \$638.57
 spot color \$668.98
 full color \$760.20

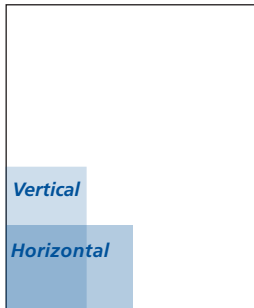


Vertical

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 \$304.08
 Duke blue \$329.08
 spot color \$354.08
 full color \$380.10



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 \$152.04
 Duke blue \$177.04
 spot color \$202.04
 full color \$227.04

Display Advertising Rates

Effective July 1, 2011

Rates are per column inch. Column inches are determined by multiplying width (columns) by depth (inches).

Local Rate	Contract Rates*		Non-profit Rate	
\$14.48	column inches	rate	column inches	rate
	100	\$11.60	600	\$9.90
	200	\$10.98	800	\$9.50
	400	\$10.18		

*revenue contracts available

Frequency Discount

A 10% discount is offered for additional ads running (at local or non-profit rate) within one week.

Color

Color charges are in addition to column inch space.

		min/max cost
Duke Blue plus black	add 5%	\$25/75
Spot color plus black	add 10%	\$50/110
Full color plus black	add 25%	\$75/300

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 or credit card 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.

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.