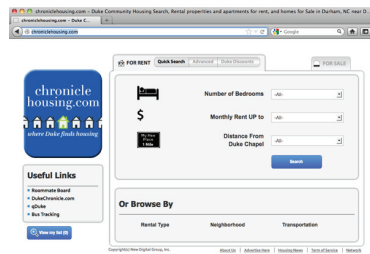


the chronicle

In its 18th year, The Chronicle's digital media department extends the reach of the daily newspaper's circulation – including prospective students, parents of current students, alumni, visitors and Duke fans everywhere.

- dukechronicle.com receives approximately 2.5 million page views per 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



Digital Media

dukechronicle.com

CPM Rates (per 1000 page views) and Specs:

	LOCAL	NATIONAL
Leaderboard 728x90	\$9	\$15
Medium Rectangle 300x250	\$6	\$11
Small Button 240x90	\$4	\$11

- Median number of clicks per campaign is 77 (~4 weeks)
- 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

- 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. Special ad links with limited space are available.

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

Headline Email Ads

More than 3,000 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

Chronicle Housing chroniclehousing.com

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

* Discounts are available for Chronicle Housing Guide print advertisers and/or dukechronicle.com advertisers.

The Chronicle Mobile App is HERE!

Be a part of the launch.

- Limited space
- \$1000 a semester
- Skyscraper 160 x 600