

The Hatchet is What **GW** Reads

deliver your message with confidence and **vibrance** [[Rates and Color](#)]

So we can customize your ad rates, please select your client type ►

Jump to: [color rates](#) [inserts & stickers](#) [online](#) [discounts](#) [creative services](#)

I am a:

[national retail client or agency](#)

[local retail client \(Va., Md., D.C.\)](#)

[GWU department or organization](#)

2010-2011 DISPLAY AD RATE

As a local retail client:

A display ad is **\$14.75** per column inch.



MAKE YOUR AD **POP** OUT

Color is an excellent way to make your ad stand out. The Hatchet now offers color per column inch, and our new rates make color more affordable than ever! Please contact your sales representative to learn more about making color work for you.

Black & White »



Spot Color »

Give your ad some pizzazz with a single color.

As a retail client:

Spot color is \$2.00 per column inch. Minimum is \$30, maximum is \$150.



Full Color »

Unleash your ad's potential with full color.

As a retail client:

Full color is \$5 per column inch. Minimum is \$75, maximum is \$375.



INSERTS

Inserts are \$85 per thousand.

As a local retail client, you may run a minimum of 3,000 inserts per issue and a maximum of 11,500.

ONLINE ADVERTISING

Size	Pixels	Monthly	Weekly	Daily
Tower	120 x 240	\$137.5	\$38.5	\$7.7
Square	250 x 250	\$250	\$70	\$14

Full creative services are available for \$25.

Discounts are available, based on a contract's length or total spending.

[Contact us](#) for details. For more information on online advertising, see [Go Beyond](#).

DISCOUNTS

[As a retail client:](#)

Pre-pay: Receive a 5 percent discount on your total contract when you pay by the 5 p.m. deadline.

Non-profit: Organizations are offered a 10 percent discount that cannot be combined with volume discounts. Proof of non-profit 501(c)(3) status is required.

Online: Further discounts are available for online advertising, based on a contract's length.

Volume Contract: Discounts can be obtained based on total column inches for a single contract. To determine column inches, multiply the width of the ad in columns (1-6) times the height of the ad in inches, then by the total number of runs.

Spending: New this year, clients can earn discounts for total spending. That means that your web ads and inserts can be counted towards your contract fulfillment. Reach a certain spending level and earn a great rate!

Pick Up: Also new this year, run the same ad in two consecutive issues and the second ad will cost only \$12 per column-inch (\$14 for national clients). Cannot be combined with other discounts.

Discount	Volume	Dollars
5%	130-194 c.i.	\$2,000
10%	195-259 c.i.	\$3,000
15%	260-324 c.i.	\$4,000
20%	325-389 c.i.	\$5,000
25%	390-454 c.i.	\$6,000

CREATIVE SERVICES

Rates for creative services:

Full creative services	\$50
Editing, reformatting	\$25
Design for online ads	\$25

For more information on creative services, see [Designing Your Ad](#).

Full Rates »

Our Local Retail Rate Sheet is available as a PDF document.

[View all PDF documents.](#)



For contracts and to place an order, see [Place Your Ad](#).

[contact us](#) [terms of contract](#) [publication dates](#)

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The GW
Hatchet

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