

2010-2011 Media Kit



The Hilltop Newspaper

The Student Voice of Howard University

Our Story

Located in the heart of northwest Washington, D.C., The Hilltop at Howard University remains on the forefront of campus, local, and national news. University owned and student operated, The Hilltop, with a print circulation of 9,000 and a daily on-line publication, is committed to providing critical and enlightening news to the Howard University community and The Washington, D.C. Metro area.

Two former Howard students, Zora Neale Hurston, who would later be known as a Harlem Renaissance extraordinaire, and Eugene King, co-founded The Hilltop as a monthly publication for the discussion of registration follies and campus events. The Hilltop's first issue was published on January 22, 1924. Hurston and King's vision laid the foundation for what would be the beginning of The Hilltop's remarkable journey. By 1929, The Hilltop was published bi-monthly and then weekly in 1930. In 1995 and 2004 respectively, The Hilltop was notably ranked by the Princeton Review as the "Best Collegiate Newspaper in the Nation" and featured in The New York Times as a premier college news source. In 2002, The Hilltop introduced its online website, which currently receives thousands of hits daily. On February 28, 2005, The Hilltop newspaper claimed the spot as the only daily news publication run by African Americans, not only in a collegiate environment, but also in the nation.

Why Advertise?

Why Advertise With The Hilltop Newspaper?

Since 1924, The Hilltop has worked diligently to fulfill its mission as "The Student Voice of Howard University and the Surrounding Community." As such, the interest of our avid and diverse readers remain a top priority for our publication. Our advertisers have the unique opportunity to reach their target audiences through our various advertising services: print and online display, print and online classifieds, single-sheet inserts, front-page post-it notes and banner ads, and Sudoku sponsorship. The Hilltop prides itself on building meaningful relationships with our clients – essentially establishing a partnership to bring awareness to the Howard University community. The publication is distributed to more than 40 locations throughout the Howard University community.

Rates

Advertising

Column-Inch Rates

Campus

Black/White	\$4.50
Spot Color	\$5.20
Full Color	\$5.90

Local

Black/White	\$6.50
Spot Color	\$7.50
Full Color	\$8.50

National

Black/White	\$12.00
Spot Color	\$13.00
Full Color	\$15.00

Calculating your
total rate:
Column Inch Rate
X
Ad's Total Column Inches
=
Total Rate



Advertising

Column Structure

1 Column - 1.70in	4 Column - 6.80in
2 Column - 3.40in	5 Column - 8.50in
3 Column - 5.10in	6 Column - 10.25in

	Columns	Height (inches)	Total Column Inches
Full Page	6	12.5	75
3/4 Page	6	9.375	56.25
2/3 Page A (horizontal)	6	8.38	50.28
2/3 Page B (vertical)	4	12.5	50
1/2 Page A (horizontal)	6	6.25	37.5
1/2 Page B (vertical)	3	12.5	37.5
1/3 Page A (horizontal)	6	3.125	18.75
1/3 Page B (vertical)	3	6.25	18.75
1/8 Page	3	3.125	9.375

Popular Ad Sizes

Full Page
6 Col x 12.5in

THE HILLTOP

3/4 Page
6 Col x 9.375in

THE HILLTOP

1/2 Page
6 Col x 6.25in

THE HILLTOP

1/4 Page
3 Col x 6.25in

THE HILLTOP

Dimensions

Deadlines

All print advertisement requests should be submitted to The Hilltop by 5p.m. on Thursday for Monday's print publications and Tuesday for Thursday's print publication.

Hilltop Special Issues will generally print the last Wednesday of every month, unless otherwise specified. In those instances, advertisement reservations must be submitted by the 5p.m. on the preceding Friday.

A completed reservation includes providing The Hilltop with a publication date, proofed artwork, and payment.

Artwork Guidelines: Artwork should be sent to The Hilltop via electronic mail. The Hilltop Newspaper accepts JPEG, PDF, GIF, or TIFF formats for print advertisements. Advertisements that require adjustments will be assessed an adjustment fee. Advertisers seeking creative services by The Hilltop will be charged a design fee.

Design Fee: \$50
Alteration Fee: \$25

Late Reservation Fee
Print Display: \$50
Classified: \$5

Premium Placement Fee: 30%

Pre-Payment Discount: 5%
*national advertisers only

Frequency Discount
4-6 Days: 5% 7-10 Days: 10%
11-15 Days: 15% 15+ Days: 20%

Fees/Discounts

Online Rates



Banner (300 x 60 pixels)

Weekly	\$65
Monthly	\$232
Semester	\$742

Tower (120 x 300 pixels)

Weekly	\$45
Monthly	\$160
Semester	\$512

Box (300 x 250 pixels)

Weekly	\$35
Monthly	\$125
Semester	\$400

Requirements

Online advertisements should be submitted in JPEG, TIFF, GIF, PDF, PNG, SWF or Image SRC format. Design services are available for standard advertisements only.

Deadlines

Reservations should be received 7 business days prior to the anticipated upload date.

Next Level



Hilltopics

Our new and improved "Hilltopics" section features traditional classified advertising and the newly added HU GUIDE!

Classifieds are an affordable and excellent way to advertise housing, employment opportunities, for sale items, and other common services. \$5 for 10 words, .25 per word after

Similar to a TV Guide section of a newspaper, **HU Guide** gives campus and local advertisers the opportunity to advertise programs and services valuable to the Howard University community. HU GUIDE is displayed in FULL COLOR and features advertisements relative to the week of publication. \$10 for 140 characters

Sudoku Sponsorship

The Hilltop Newspaper now gives advertisers the opportunity to place ads below our daily Sudoku puzzle. Its an effective, yet affordable way to grab our readers' attention.

Daily Rate: \$75
Weekly Rate: \$130

8			4		6			7
						4		
	1					6	5	
5		9		3		7	8	
				7				
	4	8		2		1		3
	5	2					9	
		1						
3			9		2			5

3 col x 2.5in

Front Page Advertisement

(6 col x 1.50in)
Daily rate: \$350

Our 3" x 3" post-it notes are available in various shapes, full color and front and back printing. Reservations for Front Page Post-it Notes must be made 14 days prior to the publication date.

Minimum Run: 18,000

Rate: \$130 (per thousand)

Front page
Post It Note

Inserts

Inserts should be addressed to:

James Nickell

Homestead Publishing Co.

10 North Hays Street

Bel Air, MD 21014

\$100 per 1,000

Dimension Requirements:

- The smallest is 5" x 7" and the largest is 11" x 11.375"
- The insert can be folded as long as it does not exceed the final size of 11" x 11.375".
- The insert should be no more than 3/16" thick.
- The insert should be flexible enough to bend through the processing machine.

Inserts should be received by James Nickell at least 5 business days before insertion date.

Advertisement

2010-2011 Publication

Su	Mo	Tu	We	Th	Fr	Sa
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				

Su	Mo	Tu	We	Th	Fr	Sa
				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		

Su	Mo	Tu	We	Th	Fr	Sa
31					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

Su	Mo	Tu	We	Th	Fr	Sa
	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				

Su	Mo	Tu	We	Th	Fr	Sa
			11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Su	Mo	Tu	We	Th	Fr	Sa
30						
		11			14	15
16		18	19		21	22
23		25	26		28	29

Sa	Mo	Tu	We	Th	Fr	Sa
		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					

Sa	Mo	Tu	We	Th	Fr	Sa
		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		

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
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Su	Mo	Tu	We	Th	Fr	Sa
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

REGULAR PUBLICATION
SPECIAL ISSUE
NO PRINT/ONLINE PUBLICATION

August 14 - Freshman Week

September 22 - Fashion

October 25 - Homecoming

November 18- Holiday

January 12 - The State of HU

February 2 - Black History

March 2 - Who's Who

April 6 - Health & Wellness

May 14 - Commencement

Column-Inch Rates

Campus

Black/White
\$5.20
Spot Color
\$6.00
Full Color
\$7.00

Local

Black/White
\$7.50
Spot Color
\$8.60
Full Color
\$10.00

National

Black/White
\$13.00
Spot Color
\$15.00
Full Color
\$17.00

Policies

RATES: All advertising rates are net/non-commissionable. **PAYMENT:** Advanced payment is required unless otherwise agreed upon. In such case, payment must be received within 30 days of receipt of tear sheet and invoice. The Hilltop accepts money orders, business and cashier's checks, and all major credit cards. There will be a \$35.00 fee assessed for returned checks. Campus advertisers who plan to pay with an Interdepartmental Charge must submit an approved copy of the charge form to Kevin Reed in the Office of Student Activities. **OVERDUE ACCOUNTS:** Advertisers who reach a 90 day past due status will not be allowed to advertise with The Hilltop until the account balance is paid in full, including any penalty fees. A 1.5% interest charge will be assessed every month, after 30 days, that a balance is left outstanding. **HILLTOP RIGHTS:** The Hilltop reserves the right to reject or cancel any advertisement or insert for any reason. Advertisers and advertising agencies are liable for all content (including text representation and illustrations) of advertisements and are responsible without limitation, for any and all claims made thereof against The Hilltop, its officers or employees. All advertising material designed by The Hilltop remains the exclusive property of The Hilltop and may not be reused in any other publication, or for flyers, without the prior written consent of The Hilltop. The Hilltop reserves the right to insert "Advertisement" on any advertisement appearing to be news material. **LIABILITY:** The Hilltop takes full responsibility for errors in advertisement publication date, size, placement, and quality. In such cases, The Hilltop will print a make good advertisement in a subsequent issue, at the advertiser's request. The advertiser will remain responsible for the initial advertisement's cost. The Hilltop assumes no responsibility for loss or damage of any materials submitted for publication or for shipping cost. **PLACEMENT:** Preferred placement requests will be honored when possible. Guaranteed placement may be purchased in advance for a 30 percent premium over the cost of the actual ad. Placement is not guaranteed until it has been secured and confirmed by The Hilltop. Restrictions may apply. **CHANGES IN RATES AND POLICIES:** The Hilltop reserves the right to change any policies and advertising rates at any time with notification to affected advertisers prior to publication of future advertisements. In the event of a rate change, The Hilltop will notify affected advertisers who will have the right to either be released from contract obligations without penalty as of the date the new rates become effective, or continue at the new rate.



The Hilltop Business Office

2251 Sherman Ave, P-Level
Washington, DC 20001

202-806-4749 (Office)

202-328-1681 (Fax)

Campus advertisers:

campusadvertising@thehilltoponline.com

Local advertisers:

localadvertising@thehilltoponline.com

National advertisers:

nationaladvertising@thehilltoponline.com

Contact Us