The GW Hatchet

Media Kit
Volume 116
2019-2020

The GW Hatchet
609 21st St. NW Washington, D.C. 20052
(202) 854-0925
ads@gwhatchet.com
Table of Contents

About Us 3
Print Ad Rates 4
Distribution 5
Special Issues 6
Publication Schedule 7
Digital Ad Rates 8
Email Newsletter 9
Creative Services & Ad Packages 10
Contact Information 11
The GW Hatchet is an editorially and financially independent student newspaper serving The George Washington University and Foggy Bottom communities. First published October 5, 1904, it is the second-oldest continuously published newspaper in the District, after The Washington Post.

In 1993, The GW Hatchet was incorporated as an independent 501(c)(3) non-profit organization, and the paper has been editorially and financially independent of the University since then. The GW Hatchet publishes 2,500 copies once each week during the academic year on Mondays, in addition to a special freshman orientation issue during the summer recess, and a weekly online edition on Thursdays. News stories are also published on The Hatchet’s award-winning website daily.
Print Ad Rates

**FULL PAGE**
- Black & White: $1,920
- Color: $2,400

**HALF PAGE**
- Black & White: $960
- Color: $1,200

**QUARTER PAGE**
- Black & White: $640
- Color: $800

**EIGHTH PAGE**
- Black & White: $240
- Color: $300

**FRONT-PAGE BANNER**
- $600 (color only)

**CUSTOM SIZES**
- Estimate available upon request
Distribution

2,500 papers delivered weekly
33 distribution locations

- Gelman Library
- Elliott School of International Affairs
- Subway
- Multicultural Student Services Center
- GW School of Business
- Marvin Center
- Starbucks
- The Statesman Apartments
- Smith Center
- Lerner Health & Wellness Center
- District House
- And many more
Special Issues

WELCOME BACK GUIDE
August 27

PARENTS & ALUMNI WEEKEND GUIDE
October 22

BASKETBALL SEASON PREVIEW
November 5

HOLIDAY GUIDE
December 10

STUDENT ASSOCIATION ELECTIONS GUIDE
Late March

BEST OF NORTHWEST
April 1
Our award-winning website, www.gwhatchet.com, provides all the content published in our weekly paper, as well as breaking news updates, blogs, and multimedia features. With over 2 million views during our last edition, it is a great (and cost effective) way to get your message out to the greater GW community.

**Digital Ad Rates**

### Website Banner Ad
- Presented on top of all pages
- $250 per week

### Website Square Ad
- Presented on the side of all pages
- $200 per week
Every Thursday, The Hatchet releases its email edition to its more than 17,000 subscribers, with new content each week, ranging from breaking news to features.

SUBJECT LINE SPONSORSHIP  
$400 per week

EMAIL AD  
$250 per week

PACKAGE: SUBJECT LINE SPONSORSHIP & EMAIL AD  
$500 per week
Don’t have an ad? Stumped on design? The GW Hatchet is here to help. Not only do we deliver your message to one of the most vibrant collegiate communities in the country, but we can help design the ad to convey your message too. Our experienced business team works closely with our award-winning graphic designers to create a professional and attractive advertisement for our website, newspaper, or physical display. Contact us for rates.

Creative Services & Ad Packages

Creative Services

Ad packages are a great way to save money in the long run. Custom package estimates are available upon request.

Print & Online Ad Package
Select print ad purchases come with one week of online box ad time

Consecutive Purchases
Discounts for purchases consecutive weeks of ad space

Subject Line Sponsorship & Email Ad
$500 per week
THE GW HATCHET
609 21st St. NW Washington, D.C. 20052
(202) 854-0925
hatchetadvertising@gwhatchet.com

BUSINESS MANAGER
Tyler Loveless
tloveless@gwhatchet.com

EDITOR IN CHIEF
Liz Provencher
lprovencher@gwhatchet.com