Media Kit

Volume 117
2020-21

The GW Hatchet
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About Us

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 2,000 copies once each week during the academic year on Mondays and a weekly online edition on Thursdays. News stories are also published on The Hatchet’s award-winning website daily.

- 37,000+ Views per week
- 16,300+ Twitter followers
- 7,200+ Facebook subscribers
- 3,000+ Instagram followers
Print Ad Rates

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

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

- **QUARTER PAGE**
  - Black & White: $60
  - Color: $800

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

- **FRONT-PAGE BANNER**
  - Color: $600

- **CUSTOM SIZES**
  - Pricing available upon request

- **Custom Sizes**
  - 10” x 20”
  - 10” x 10”
  - 10” x 5”
  - 5” x 10”
  - 5” x 5”
Circulation

2,000 Papers delivered weekly

33 Distribution locations across campus

Papers delivered to:
- Marvin Center
- Smith Center
- Gelman Library
- District House
- Phillips Hall
- Law school
- Medical school
- Nearly all residence halls
- And many more buildings
Special Issues

WELCOME BACK GUIDE  
August 23, 2021

BASKETBALL GUIDE  
December 6, 2021

HOLIDAY GUIDE  
December 13, 2021

ELECTIONS GUIDE  
March 24, 2022

BEST OF NORTHWEST  
April 4, 2022

COMMENCEMENT GUIDE  
May 9, 2022
Digital Ad Rates

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 content.

With nearly 2,000,000 page views during our last edition, it is a cost-effective way to get your message out to the greater GW and Foggy Bottom community.

**WEBSITE SQUARE AD**
**LOCATED IN AD SPACE ON ALL PAGES**
$250 per week

**WEBSITE BANNER AD**
**LOCATED IN AD SPACE ON ALL PAGES**
$250 per week
Every Thursday, The Hatchet releases its email edition to its more than 16,000 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 + AD
$600 per week
CREATIVE SERVICES

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 college 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.

AD PACKAGES

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 square ad space

CONSECUTIVE PURCHASES

Discounts for purchases consecutive weeks of ad space

SUBJECT LINE SPONSORSHIP & EMAIL AD

$600 per week
Contact Information

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