

The background of the slide is a dark blue collage of various pages from The GW Hatchet newspaper. The pages are scattered and overlapping, showing different articles, photos, and graphics. Some visible text on the pages includes "Hatchet", "ELECTORAL GUIDE", "COLLECTIVE LIEF", "NO IDEA WHAT IS GOING TO GO DOWN", and "PROFESSOR PROTESTS".

# The GW Hatchet

## Media Kit

Volume 117

2020-21

**The GW Hatchet**

609 21st St. NW

Washington, D.C. 20052

(202) 854-0925

[ads@gwhatchet.com](mailto:ads@gwhatchet.com)

# Table of Contents

About Us	3
Print Ad Rates	4
Circulation	5
Publication Schedule	6
Special Issues	7
Digital Ad Rates	8
Email Newsletter	9
Creative Services & Packages	10
Contact Information	11

# 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

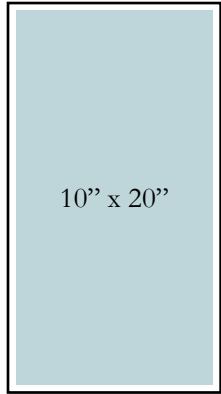


**7,200+**  
Facebook subscribers



**3,000+**  
Instagram followers

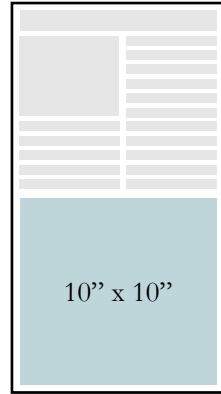
# Print Ad Rates



## FULL PAGE

*Black & White: \$1,920*

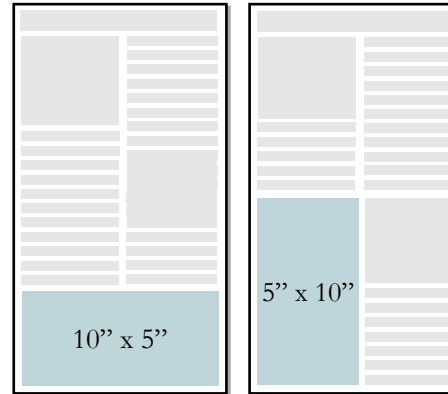
*Color: \$2,400*



## HALF PAGE

*Black & White: \$960*

*Color: \$1,200*



## QUARTER PAGE

*Black & White: \$60*

*Color: \$800*



## EIGHTH PAGE

*Black & White: \$240*

*Color: \$300*



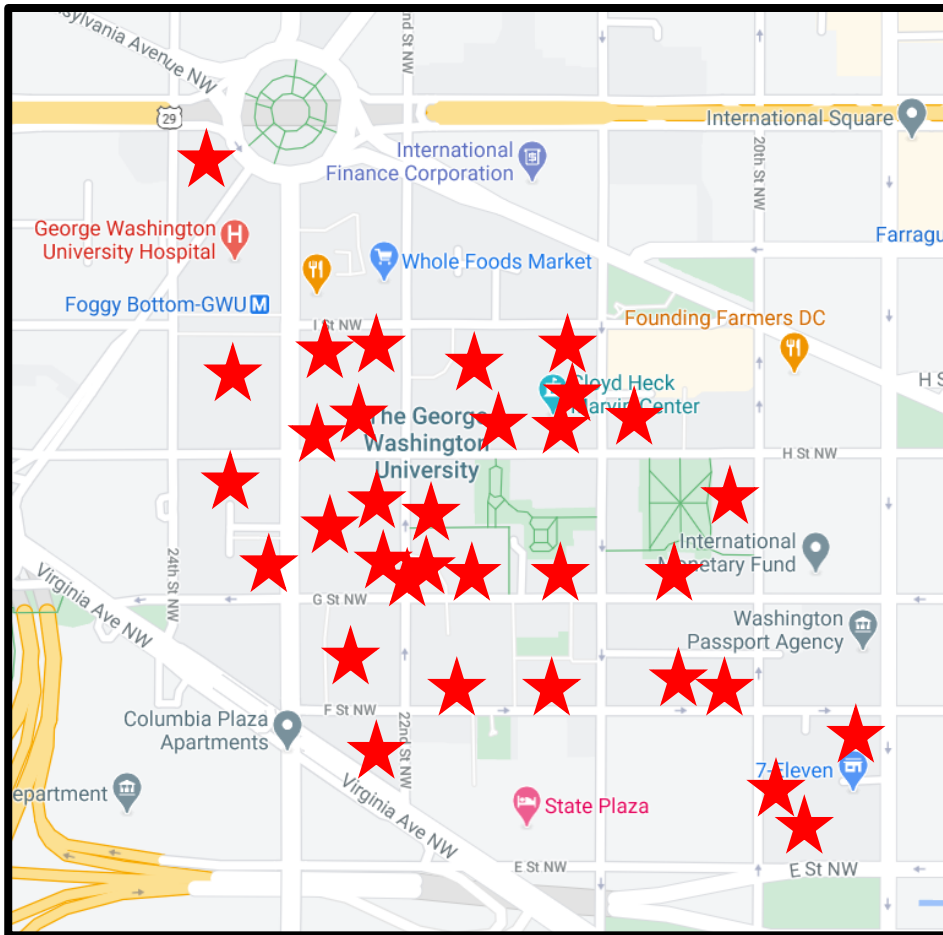
## FRONT-PAGE BANNER

*Color: \$600*

## CUSTOM SIZES

*Pricing available upon request*

# Circulation



**2,000** Papers delivered weekly

**33** Distribution locations across campus

## Papers delivered to:

- Marvin Center
- Law school
- Smith Center
- Medical school
- Gelman Library
- Nearly all residence halls
- District House
- And many more buildings
- Phillips Hall

# Publication Schedule

## MAY 2021

S	M	T	W	R	F	S
						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					

## JUNE 2021

S	M	T	W	R	F	S
		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			

## JULY 2021

S	M	T	W	R	F	S
				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

## AUGUST 2021

S	M	T	W	R	F	S
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				

## SEPTEMBER 2021

S	M	T	W	R	F	S
			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		

## OCTOBER 2021

S	M	T	W	R	F	S
					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						

## NOVEMBER 2021

S	M	T	W	R	F	S
	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				

## DECEMBER 2021

S	M	T	W	R	F	S
			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	

## JANUARY 2022

S	M	T	W	R	F	S
						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					

## FEBRUARY 2022

S	M	T	W	R	F	S
		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					

## MARCH 2022

S	M	T	W	R	F	S
		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		

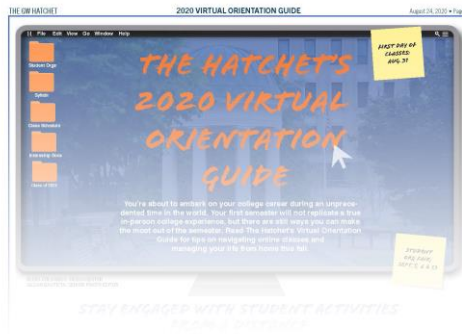
## APRIL 2022

S	M	T	W	R	F	S
						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

# Special Issues

## WELCOME BACK GUIDE

August 23, 2021



## ELECTIONS GUIDE

March 24, 2022



## BASKETBALL GUIDE

December 6, 2021



## BEST OF NORTHWEST

April 4, 2022



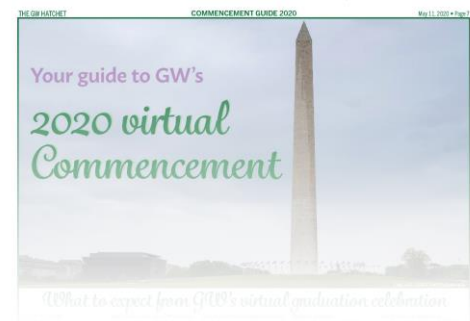
## HOLIDAY GUIDE

December 13, 2021



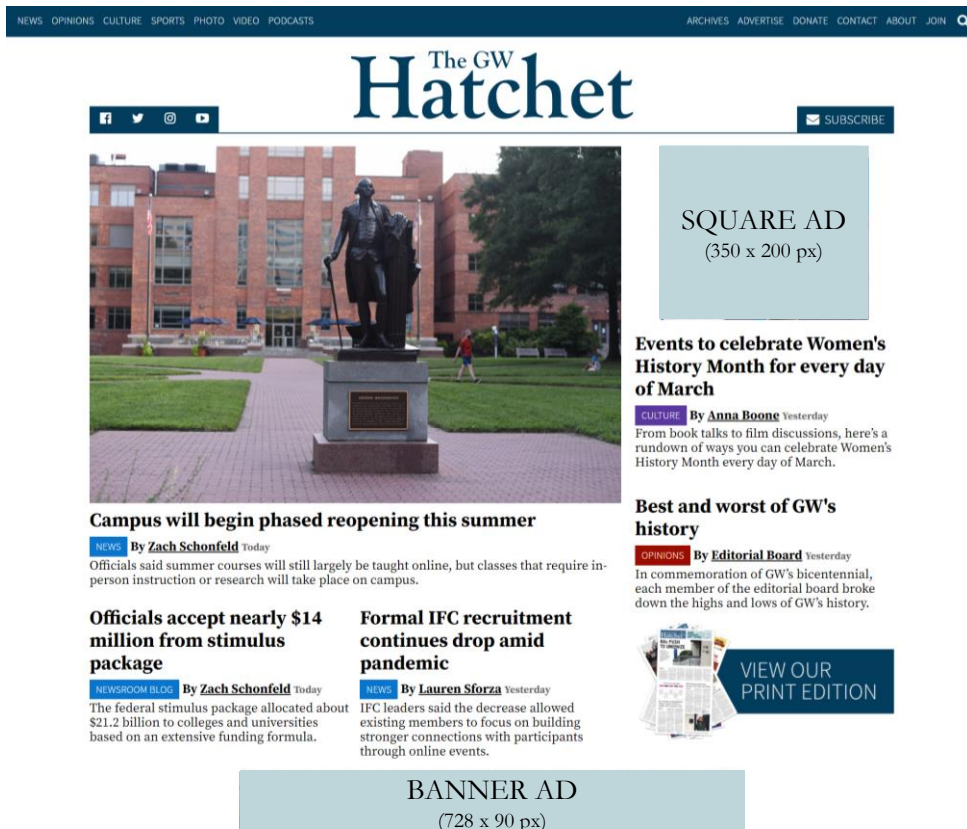
## COMMENCEMENT GUIDE

May 9, 2022



# Digital Ad Rates

Our award-winning website, [www.gwhatchet.com](http://www.gwhatchet.com), provides all the content published in our weekly paper, as well as breaking news updates, blogs and multimedia content.



The screenshot shows the homepage of The GW Hatchet website. At the top, there is a navigation bar with links for NEWS, OPINIONS, CULTURE, SPORTS, PHOTO, VIDEO, and PODCASTS. Below this is the site's logo, "The GW Hatchet", and a "SUBSCRIBE" button. The main content area features several news articles. On the left, there is a large image of a statue on a campus. To the right of the image is a "SQUARE AD" placeholder with dimensions (350 x 200 px). Below the image are three article teasers: "Campus will begin phased reopening this summer" by Zach Schonfeld, "Officials accept nearly \$14 million from stimulus package" by Zach Schonfeld, and "Formal IFC recruitment continues drop amid pandemic" by Lauren Sforza. To the right of these teasers are two more article teasers: "Events to celebrate Women's History Month for every day of March" by Anna Boone and "Best and worst of GW's history" by the Editorial Board. At the bottom right, there is a "VIEW OUR PRINT EDITION" button with a small image of the print edition. At the very bottom, there is a "BANNER AD" placeholder with dimensions (728 x 90 px).

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*



# Email Newsletter

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

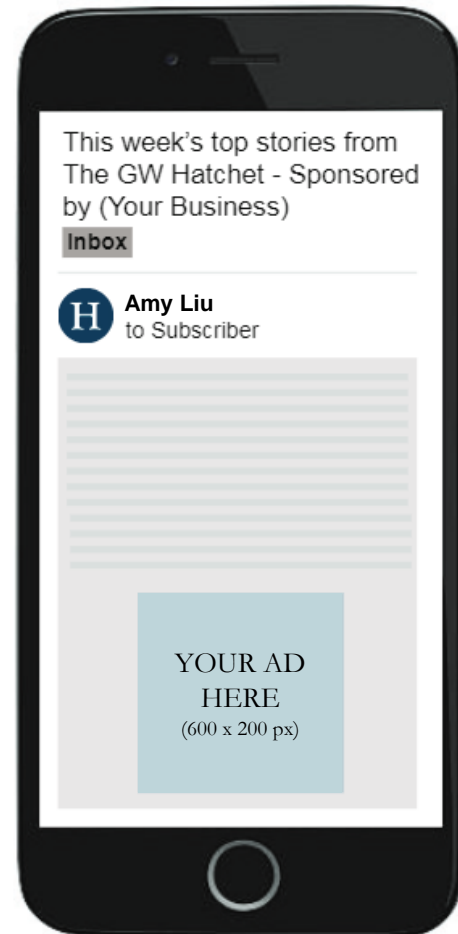
*\$400 per week*

## EMAIL AD

*\$250 per week*

## PACKAGE: SUBJECT LINE + AD

*\$600 per week*



# Creative Services & Packages

## 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

## **THE GW HATCHET**

609 21st St. NW  
Washington, D.C. 20052  
(202) 854-0925  
ads@gwhatchet.com

## **BUSINESS MANAGER**

Andrew Shlosh  
ashlosh@gwhatchet.com

## **EDITOR IN CHIEF**

Sarah Roach  
eic@gwhatchet.com