Media Kit
Volume 119
2022-23
The GW Hatchet
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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 1,200 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
- **17,800+** Twitter followers
- **7,300+** Facebook subscribers
- **4,000+** Instagram followers
Print Ad Rates

**FULL PAGE**
Black & White: $1,540  
Color: $2,530

**HALF PAGE**
Black & White: $800  
Color: $1,320

**QUARTER PAGE**
Black & White: $415  
Color: $715

**EIGHTH PAGE**
Black & White: $200  
Color: $350

**FRONT-PAGE BANNER**
Color: $660

**CUSTOM SIZES**
Pricing available upon request
Circulation

1,200 Papers delivered weekly

37 Distribution locations across campus

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

Email and print edition published Mondays. Email-only edition published Thursdays.
Due to the increased cost of production for special issues, The Hatchet charges a 10% surcharge for ads run during special issues.
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 OUR PAGES
$340 per week

WEBSITE BANNER AD
LOCATED IN AD SPACE ON OUR PAGES
$340 per week
Every Monday and 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**
$440 per edition

**EMAIL AD**
$275 per edition

**PACKAGE: SUBJECT LINE + AD**
$660 per edition
The GW Hatchet's social media pages are a great way to get your message on the feeds of our active student body. Get your sponsored post into the hands of the GW community through our high-engagement pages.

**SPONSORED TWEET**

$180 per tweet

**FACEBOOK POST**

$65 per post

**INSTAGRAM POST**

$90 per post

*Multiple post campaigns may be eligible for a discount*
The Hatchet is happy to begin offering advertisement options for our multimedia publications.

**Video**

Our video team produces high-quality videos for our YouTube and other social media pages.

**Podcast**

Each week our podcast team releases a Culture and a News podcast episode. Get your message to the ears of the GW Community.

**AD OPTIONS**

**VIDEO ADS**

*Contact us for rates*

- **30 SECOND OPENING PODCAST AD**
  - $150 per episode

- **30 SECOND OPENING AD ON BOTH PODCASTS**
  - $220 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.

MULTIMEDIA AD PURCHASES

Purchases of multiple ad mediums may be eligible for a discount

CONSECUTIVE PURCHASES

Discounts for purchases consecutive weeks of ad space

SUBJECT LINE SPONSORSHIP & EMAIL AD

$660 per week
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