



The Duquesne Duke

Media Kit: 2016-2017

The Duke

The Duquesne Duke is the award-winning student newspaper at Duquesne University. With a weekly print edition and updated website, The Duke has desks in news (campus, local and national), sports, arts and entertainment, features and opinions, and is comprised of more than 40 student journalists.

The Duke is published every Thursday during the academic year. Each week, content is available both online and in 3,000 print issues at 13 newsstands across Campus. The newspaper received the Society of Professional Journalists' Mark of Excellence award for the 2009 Best All-Around Daily Student Newspaper. Individual pieces published in The Duke have been recognized by the SPJ and the Student Keystone Press Awards.



Duquesne University

Founded in 1878, Duquesne University is the only Spiritan University in the world and is the largest Catholic university in Pennsylvania. Duquesne's self contained 46-acre campus overlooking downtown Pittsburgh is home to 10,000 students which represent every state in the U.S. and 80 nations worldwide.

Purchasing Guidelines

You can purchase advertising space by emailing our advertising manager Natalie Fiorilli at dukeads@yahoo.com.

Please include a contact name, phone number, requested ad size and the intended date of the publication in your email or phone message. Advertisement space must be reserved by **5 p.m. on the Monday prior to publication**. Advertisements cannot be accepted after this deadline. Print ads larger than half page (10" x7") and inserts should be reserved at least (2) weeks in advance to ensure placement.

If you have questions or concerns—or if your ad request hasn't been fulfilled— please contact Editor-in-Chief Kaye Burnet at 724-316-8844 or kayeburnet@gmail.com.

Ad Guidelines

Artwork

All print advertisements must be submitted by 5.p.m on the Monday prior to publication. Please submit all artwork to dukads@yahoo.com. No late ad material will be accepted. All artwork should be provided in PDF form and should be correctly sized to ensure that ads are clear. Please title artwork documents [PublicationDate]_[Organization]_size.

Inserts

Pre-printed insert advertisements should be delivered to Trib Total Media at 202 Falcon Lane Tarentum, Pa. 15084 no later than 9 p.m. the Monday prior to publication. No inserts larger than 18 pages will be accepted.

Classifieds

Classified ads may be published for housing, employment, volunteer or scholarship opportunities. Classified ads should be provided in a Microsoft Word document and should be no longer than 90 words. Please title classified ad documents Classified_[Publication Date]_[Contact or organization name].

Web Ads

Web ads should be submitted as .jpeg, .jpg, .png, or .gif files to dukads@yahoo.com by 5 p.m. the Monday prior to publication. Please title web ads as Web_[Publication Date]_[Contact or organization name].

Advertising Rates

Per column inch (1 column in. = 2in. W x 1 in. H)	\$13
Full page (10 in. W x 14 in. H; 70 column in.)	\$840
Half Page (10 in. W x 7 in H; 35 column in)	\$420
Third page (6 in. x 7 in.; 21 column in.)	\$252
Quarter page (4 in. x 7 in.; 14 column in.)	\$168
One line front page banner (10 in. W x 3/8 in. H)	\$200

Advertising Rates

Classifieds (per 30 words) <i>The Duke cannot accept classifieds longer than 90 words.</i>	\$17
Inserts (1-6 pages)	\$100 per 1,000
Inserts (7-12 pages)	\$120 per 1,000
Inserts (13-18 pages)	\$140 per 1,000

Web Advertising Rates

Web ads will be placed in the body of one story on duqsm.com according to the discretion of the ad manager. Stories are posted online every Thursday morning and remain posted for at least one year.

Vertical rectangle: 240 x 400	\$265
Banner: 468 x 60	\$300
Square: 250 x 250	\$250
Small Square: 200 x 200	\$225
Large rectangle: 336 x 280	\$270

Publication Schedule

The Duquesne Duke publishes once a week on Thursdays during the academic year. The Duke does not publish over University breaks or during final exam periods.

Duquesne University hosts a number of events which attract alumni, prospective students and non-University affiliated members of the community. Dates for these events, as well as special issues of The Duke, will be announced at a later date.

FALL 2016	
08/18/16	10/13/16
08/25/16	10/20/16
09/01/16	10/27/16
09/08/16	11/03/16
09/15/16	11/10/16
09/22/16	11/17/16
09/29/16	12/01/16
10/06/16	12/08/16

SPRING 2017	
01/12/17	03/02/17
01/19/17	03/16/17
01/26/17	03/23/17
02/02/17	03/30/17
02/09/17	04/06/17
02/16/17	04/20/17
02/23/17	04/27/17

Advertising Disclaimer

The Duquesne Duke's editorial staff has final discretion over whether or not a submitted advertisement is permitted to run in the newspaper. As a student-led newspaper at a private university, we reserve the right to refuse an advertisement if we believe it is ethically objectionable.

Questions can be directed to Kaye Burnet at kayeburnet@gmail.com.

Contacts

The Duquesne Duke

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