

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 the newspaper's masthead. The text is overlaid on this background in a white, serif font.

The GW Hatchet

Media Kit

Volume 119

2022-23

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 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+

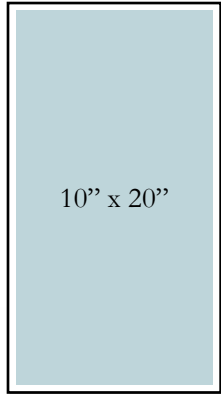
Facebook subscribers



4,000+

Instagram followers

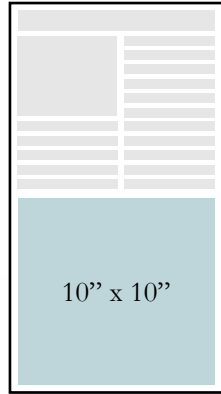
Print Ad Rates



FULL PAGE

Black & White: \$1,540

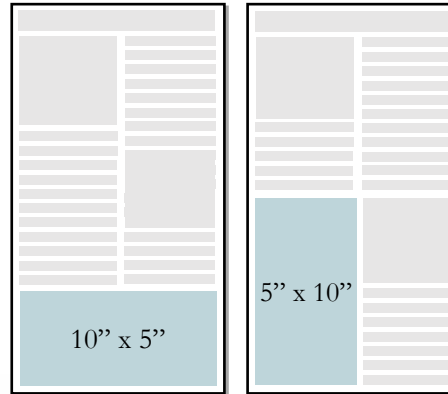
Color: \$2,530



HALF PAGE

Black & White: \$800

Color: \$1,320



QUARTER PAGE

Black & White: \$415

Color: \$715



EIGHTH PAGE

Black & White: \$200

Color: \$350



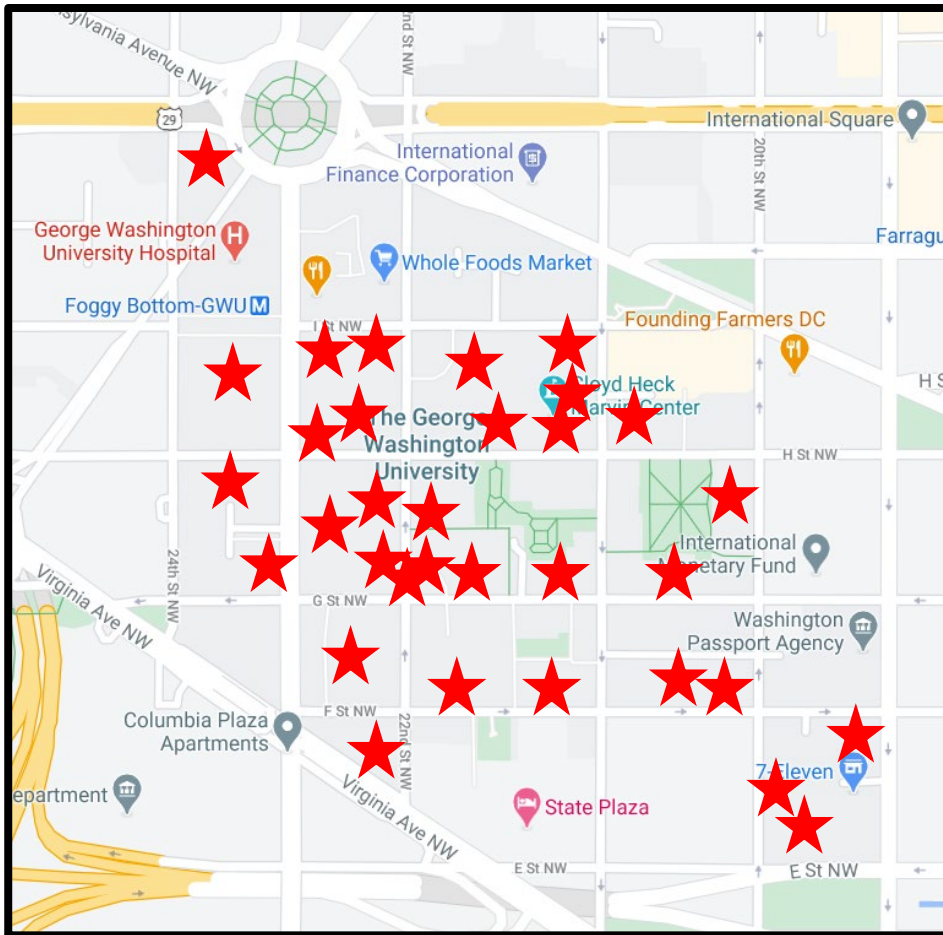
FRONT-PAGE BANNER

Color: \$660

CUSTOM SIZES

Pricing available upon request

Circulation



1,200 Papers delivered weekly

37 Distribution locations across campus

Papers delivered to:

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

Publication Schedule

MAY 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				

JUNE 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		

JULY 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						

AUGUST 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			

SEPTEMBER 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	

OCTOBER 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					

NOVEMBER 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			

DECEMBER 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

JANUARY 2023

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 2023

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 2023

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 2023

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						

Email and print edition published Mondays. Email-only edition published Thursdays.

Special Issues

COMMENCEMENT GUIDE

May 9, 2022



HOLIDAY GUIDE

December 5, 2022



ORIENTATION GUIDE

August 22, 2022



ELECTIONS GUIDE

March 27, 2023



BASKETBALL GUIDE

November 7, 2022



BEST OF NORTHWEST

April 10, 2023



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.

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 a large image of a statue on a campus. To the right of the image is a placeholder for a "SQUARE AD (300 x 250 px)". Below the image are several news articles with headlines and bylines. At the bottom, there is a placeholder for a "BANNER AD (728 x 90 px)".

NEWS OPINIONS CULTURE SPORTS PHOTO VIDEO PODCASTS ARCHIVES ADVERTISE DONATE CONTACT ABOUT JOIN Q

The GW Hatchet SUBSCRIBE

Campus will begin phased reopening this summer
NEWS By **Zach Schonfeld** Today
Officials said summer courses will still largely be taught online, but classes that require in-person instruction or research will take place on campus.

Officials accept nearly \$14 million from stimulus package
NEWSROOM BLOG By **Zach Schonfeld** Today
The federal stimulus package allocated about \$21.2 billion to colleges and universities based on an extensive funding formula.

Formal IFC recruitment continues drop amid pandemic
NEWS By **Lauren Sforza** Yesterday
IFC leaders said the decrease allowed existing members to focus on building stronger connections with participants through online events.

Events to celebrate Women's History Month for every day of March
CULTURE By **Anna Boone** Yesterday
From book talks to film discussions, here's a rundown of ways you can celebrate Women's History Month every day of March.

Best and worst of GW's history
OPINIONS By **Editorial Board** Yesterday
In commemoration of GW's bicentennial, each member of the editorial board broke down the highs and lows of GW's history.

VIEW OUR PRINT EDITION

BANNER AD (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 OUR PAGES
\$340 per week

WEBSITE BANNER AD
LOCATED IN AD SPACE ON OUR PAGES
\$340 per week

Email Newsletter

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

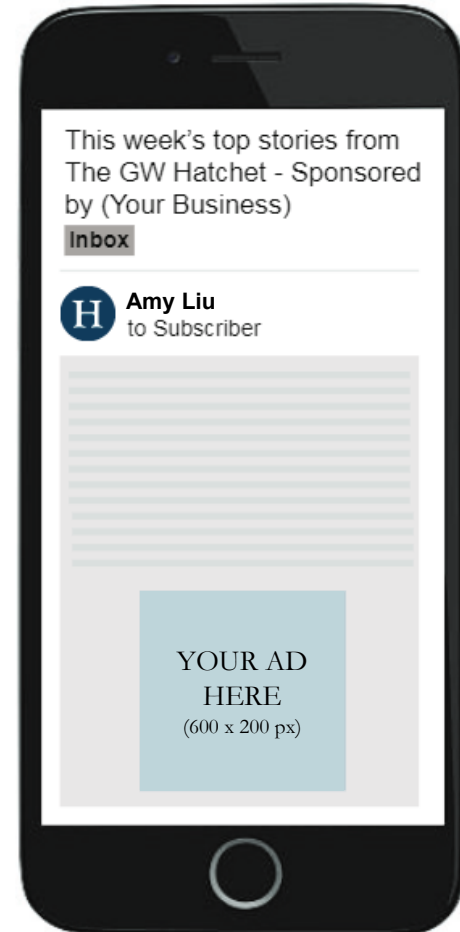
\$440 per edition

EMAIL AD

\$275 per edition

PACKAGE: SUBJECT LINE + AD

\$660 per edition



Social Media

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



17,800+

Twitter followers



7,300+

Facebook subscribers



4,000+

Instagram followers

New Ad Mediums

MULTIMEDIA ADS

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 & 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.

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

Contact Information

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