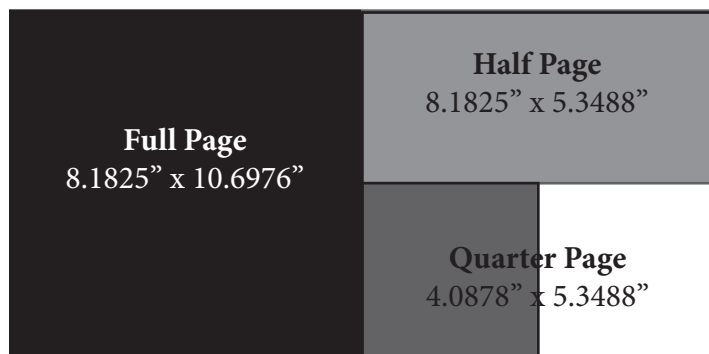


THE HOYA prints two magazine-style special issues annually: the New Student Guide and the Basketball Preview. The issues are distributed free of charge to students, faculty, and residents.

Display ads are sold in quarter-page increments. Please use the figures below to calculate pricing.

All prices include full-color processing.



Press Specifications

- Line Screen: 85 lines per inch
- Resolution: 600 dots per inch for bitmap images, 200 dots per inch for photographs and other half-tone images
- Color Reproduction: Ads must be in CMYK format

Credit and Billing Policies

Advertising must be prepaid until a relationship has been established through reliable and timely payment of all invoices. Visa, MasterCard, cash, and check are accepted.

All advertising is subject to THE HOYA's Policies and Terms of Agreement. THE HOYA reserves the right to reject or cancel any advertisement for any reason and to regulate the typographical tone, design, and size of ads to comply with THE HOYA's format.

About the New Student Guide

The New Student Guide is a comprehensive handbook compiled for freshmen and transfer students. Filled with information on college life, this guide has resources on academics, clubs, the social scene, the neighborhoods of DC, where to eat, and where to play.

The New Student Guide can help you advertise your business to Georgetown's newest students. Be the first to get the attention of young Hoyas by placing an advertisement in the only handbook on campus written by students for students.

About the Basketball Preview

The Basketball Preview covers the upcoming season of the Georgetown Hoyas. A must-have for casual and die-hard fans alike, this guide has statistics, discussions, and in-depth analyses of the men and women who play Georgetown's favorite obsession: basketball.

From the complete schedule to the player profiles, the Basketball Preview is an essential sports supplement. Place an advertisement in this definitive guide to reach every Georgetown fan.

Rates and Information

Regular Ads

Full Page	\$800.00
Half Page	\$400.00
Quarter Page	\$200.00

Premium Ads

Inside front cover (Full Page)	\$1200.00
Inside back cover (Full Page)	\$1000.00

Discounts

Pre-payment discount	2.5%
Advertise in both special issues	10%

Release Dates

New Student Guide	September 2, 2011
Basketball Preview	October 30, 2011

Material Submission Deadlines

New Student Guide	July 31, 2011
Basketball Preview	October 7, 2011

Production services: All advertised prices include layout, typesetting, and one scanned image for production. Additional computer work, scanning, and extraordinary typesetting may incur additional charges. The editorial staff reserves the right to position the ads.

The preferred method of receipt is a PDF file submitted via e-mail to sales@thehoya.com.