Online Rates

www.TheHoya.com

About the Website

TheHoya.com provides another excellent opportunity for advertisers to further reach the Georgetown University community with more exposure to alumni, parents, and local community residents. Updated daily, TheHoya.com is the first stop for students to catch up on breaking news, current events, sports updates, student opinion, and much more.

Online Readership

The newspaper's website brings in over 25,000 page views (impressions) per week.

Online Rates

Advertisement	CPM Rate	Size (Pixels)
Top Leaderboard Banner	$12.00	728x90
Top Right-Side Box	$10.00	300x250
Body Right-Side Boxes	$2.00	300x250
Body Tall Box	$2.00	160x600
Bottom Banner	$4.00	468x60

CPM

Cost per mille (cost per thousand impressions) is the standard rate by which we charge.

Deadlines

The deadline for space reservation, payment, and all copy and art is two business days prior to the start date of the placement.

Press Specifications

- Advertisements must be in one of the following formats: JPG, PNG, GIF, HTML, Flash, or Javascript.
- Color Reproduction: Full color ads must be in RGB 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.
- Impressions must be purchased in multiples of 1,000 and a minimum of 5,000 impressions must be purchased.
- Once the number of impressions paid is reached, the ad will be removed.
- Overdue payments may be subject to late fees.

For More Information

Please contact the Online Advertisements Manager at onlineads@thehoya.com to purchase space on the website or one of our blogs (with special low, flat rates).

Print and Online Advertising Packages

If you have general questions about advertising with The Hoya, or if you would like to purchase print and online advertisements together, please contact the Director of Sales at sales@thehoya.com or (202) 687-3947.

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.