

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 more.

ONLINE READERSHIP

The newspaper's website brings in over 38,000 page views (impressions) per week.

CPM

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

	CPM Rate	Size (pixels)
Top Leaderboard Banner	\$13	728 x 90
Top Right-Side Box	\$12	300 x 250
Body Right-Side Box	\$7	300 x 250
Body Tall Box	\$6	160 x 600
Bottom Banner	\$8	468 x 60

PRESS SPECIFICATIONS

Advertisements must be in one of the following formats: JPG/JPEG, PNG, GIF, HTML, Flash or Javascript. Full color ads must be in RGB format.

DEADLINES

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

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 has been reached, the ad will be removed. Overdue payments may be subject to late fees.



SPONSORED TWEETS

One tweet for \$75, three tweets for \$150. Contact your advertising consultant for details.

Please contact the sales director at sales@thehoya.com to purchase space on the website or one of our blogs (with special low flat rates). If you have general questions about advertising with The Hoya or if you would like to purchase print and online advertisements together, please also contact the sales director at sales@thehoya.com.