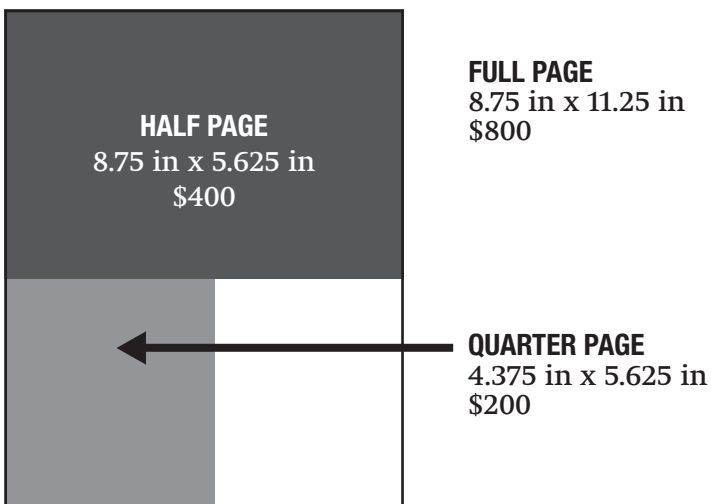


THE HOYA prints two magazine-style special issues annually: the New Student Guide and the Basketball Preview. The issues are distributed free of charge to students, faculty and residents.

All prices include full-color processing.



ABOUT THE NEW STUDENT GUIDE

The New Student Guide is a comprehensive handbook compiled for Georgetown's over 1,600 freshmen and transfer students. Filled with information on college life, this guide has resources on academics, clubs, the social scene, the neighborhoods of D.C., 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.

PREMIUM ADS

Inside front cover (full-page).....\$1,200
Inside back cover (full-page).....\$1,000

DISCOUNTS

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

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: Full color ads must be in CMYK format

PRODUCTION SERVICES

All advertised services include layout, typesetting and one scanned image for production. Additional computer work, scanning and extraordinary typesetting may incur additional charges.

CREDIT AND BILLING POLICIES

Advertising must be prepaid until a healthy relationship has been established through reliable and timely payment of all invoices. Visa, Mastercard, cash and check are accepted. Overdue payments may be subject to late fees.

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