

WWW.BLOG.THEHOYA.COM 

ABOUT THE FOURTH EDITION (4E)

The Fourth Edition is THE HOYA's blog about Georgetown, the District and the happenings and history of both. It covers a bit of everything, from current events and student groups to pop culture and lifestyle. Its content complements articles on www.THEHOYA.com and provides a source for the fun and quirky aspects of being a student at Georgetown University.

READERSHIP

Since its inception in January 2012, the Fourth Edition has become increasingly popular with more diverse and engaging content. It boasts over 34,000 impressions every month and averages between 7,000 and 9,000 views per week. The Fourth Edition's Twitter has more than 600 followers and THE HOYA's Facebook page has more than 7,000 likes. The blog is a great opportunity to reach out directly to Georgetown students.

RATES AND PLACEMENT

One sponsored blog post on the Fourth Edition can be purchased for \$250. Sponsored posts appear as normal posts alongside regular blog posts from the Fourth Edition. A link to the sponsored content is posted on both the Fourth Edition's Twitter and THE HOYA's Facebook page. Every sponsored post is categorized under the sponsored menu along the top of the blog. The size of the visual element is 700 x 300 pixels.

Additionally, special placement options for posts can be purchased. We offer three different options to highlight your post on the blog. Each space is purchased in weekly increments.

- **Option 1:** The sponsored post will remain as the second post on the blog's homepage for one week. This option costs \$50 per week.
- **Option 2:** An advertisement will be posted at the top right corner of every page of the blog. The advertisement links to the sponsored post. The size of the advertisement is 297 x 297 pixels. This option costs \$30 per week.
- **Option 3:** An advertisement will be posted on the right side of every page of the blog. The advertisement links to the sponsored post. The size of the advertisement is 297 x 297 pixels and costs \$20 per week.

DEADLINES AND POST SPECIFICATIONS

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

CREDIT AND BILLING POLICIES

Advertising on the Fourth Edition must be prepaid. Visa, Mastercard, cash and check are accepted.

Please contact the sales director at sales@thehoya.com to purchase a sponsored blog post.