

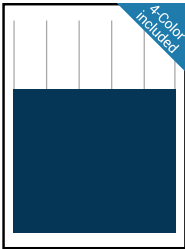
Print Packages Rate Card

Your print ad includes a 60-day online job posting on **jobs.chronicle.com**.

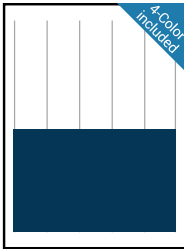
All display ads also include a premium enhancements package.



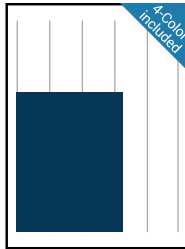
Full page
\$14,185
10.25" × 13.5"
(260 × 343mm)
wordcount: 2000



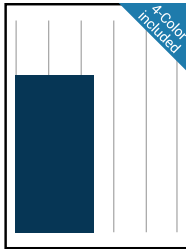
2/3 page
\$9,650
HORIZONTAL:
10.25" × 9"
(260 × 229mm)
wordcount: 1,380
VERTICAL:
6.75" × 13.5"
(171 × 343mm)
wordcount: 1,680



1/2 page
\$7,380
HORIZONTAL:
10.25" × 6.5"
(260 × 165mm)
wordcount: 900
VERTICAL:
5" × 13.5"
(127 × 343mm)
wordcount: 1,300



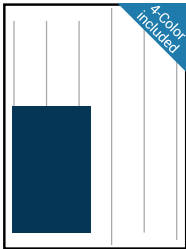
5/16 page
\$6,290
6.75" × 8.5"
(171 × 224mm)
wordcount: 950



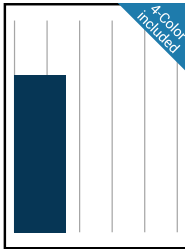
3/10 page
\$5,615
5" × 10"
(127 × 254mm)
wordcount: 905



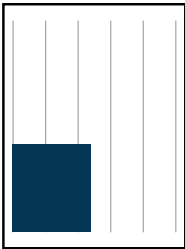
1/3 page
\$5,110
HORIZONTAL:
5" × 9"
(127 × 229mm)
wordcount: 840
VERTICAL:
3.375" × 13.5"
(86 × 343mm)
wordcount: 1,000



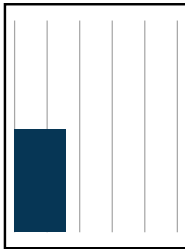
7/24 page
\$4,610
5" × 8"
(127 × 203mm)
wordcount: 700



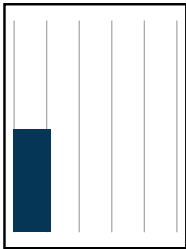
1/4 page
\$3,935
HORIZONTAL:
5" × 6.5"
(127 × 165mm)
wordcount: 540
VERTICAL:
3.375" × 10"
(86 × 254mm)
wordcount: 650



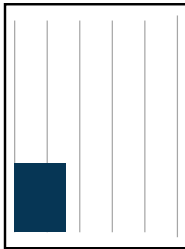
1/5 page
\$3,350
4-Color +\$200
5" × 5.5"
(127 × 140mm)
wordcount: 410



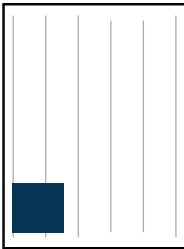
1/6 page
\$2,760
4-Color +\$200
HORIZONTAL:
5" × 4.25"
(127 × 108mm)
wordcount: 305
VERTICAL:
3.375" × 6.5"
(86 × 165mm)
wordcount: 385



1/8 page
\$2,255
4-Color +\$200
2" × 5"
(51 × 127mm)
wordcount: 275



1/9 page
\$2,090
4-Color +\$200
3.375" × 4.5"
(86 × 114mm)
wordcount: 240



1/12 page
\$1,670
4-Color +\$200
3.375" × 3.25"
(86 × 83mm)
wordcount: 100

4-Color Included in all boxed ads ¼ page and above.

Print line ads + online

Line ad
\$435, plus \$2 per word

Line ad plus
\$636, plus \$2 per word



Contact your Chronicle sales representative for a quote today at jobs@chronicle.com or 202-466-1050.

Online Packages Rate Card

All ads include a 60-day online job ad, with two complimentary job categories for better search results.

Online Packages

Basic job posting \$435
Network boost \$665
High visibility \$665
Premium exposure \$935

Online Enhancements

Select two or more premium enhancements and receive 15% off each

Newsletter Ad

Frequency Price Job ad appearance	Academe Today	Your Career
	Daily	Weekly
	\$200	\$150
	1 day	1 day
Top jobs \$258		Sponsored jobs \$125

Distribution networks**

Extended \$230	Information Technology \$199	Health & Medical \$199
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Multiple job-postings package

Ads	3x	5x	10x	15x
Price	\$1,240*	\$2,001	\$3,915	\$5,546
Price per ad	\$392	\$370	\$348	\$326

High Visibility package

Ads	3x	5x	10x	15x
Price	\$1,895*	\$3,059	\$5,985	\$8,479
Price per ad	\$599	\$566	\$532	\$499

Unlimited posting packages

Contact your representative for pricing at jobs@chronicle.com

Note: Web packages must be prepaid and are not refundable.



Instantly post, manage, and track your job ads. Visit hire.chronicle.com

Print Specs

Print Display and Liner Print job ad deadlines are 3 p.m. Eastern time the Friday of the week prior to the issue date, unless otherwise noted. We do not hold space—all materials, including artwork, must be submitted by the deadline date.

Materials Specifications

The Chronicle is printed by non-heatset process in tabloid format on 35-lb. premium groundwood paper.

- » **Method of binding:**
Folded, stitched
- » **Publication trim size:**
10.75" wide, 14.375" deep (273x365mm)
Five columns per page.
- » **Type-page size:**
9.5" wide, x 12.375" deep. (241x314mm)
- » **Column widths:**
Two columns, 3.7" (94mm).
Three columns, 5.65" (143mm).
Four columns, 7.57" (192mm).
Five columns, 9.5"(314mm).
- » **Depth of column:**
12.375 inches (314mm).

- » **Acceptable materials:** *The Chronicle* accepts black-and-white and four-color camera-ready materials in high resolution PDF format. If you are unable to submit your black-and-white ad in electronic format, subject to the specifications below, we can typeset your ad at no additional charge. We do not offer typesetting services for four-color ads. Ads to be designed by *The Chronicle* will require upfront submission of an approved client logo and any associated images.

All Ads, camera ready or not, need to have a 3pt border around the body of the ad itself. If no border is provided, we will add the border, using colors that will closely match either the logo or other colors in the ad. This is to help ads stand out and show a clear line of demarcation from other ads they are positioned near or adjacent to.
- » **Press gain:** Our expected press gain of 20% should be taken into consideration when preparing both black-and-white and four-color materials.
- » **Color:** Color ads must be four-color process only. No PMS or RGB colors can be used. The maximum color density is 240.
- » **Type:** We recommend using at least 8-point sans-serif type when reversing type out of one color and at least 10-point when reversing out of four-color. When using color type, we recommend using no more than two colors and at least 12.5-point sans-serif type (bold or medium-weight).

Digital Ad Submissions

- » **File formats:** PDF files (Adobe Acrobat, high-resolution press quality). The document must be set to the ad size.
- » **Images:** Halftone images should be 300 dpi and line art images should be 600-1200 dpi. Prepare color images as CMYK.
- » **Fonts:** PDFs that contain OpenType or Adobe Type 1 fonts are acceptable. We cannot accept PDFs that contain TruType fonts, and reserve the right to substitute our fonts in files that contain TruType fonts.
- » **Color-correcting:** *The Chronicle* will not color correct digital ads without authorization. We will, however, use our internal settings, which are optimized for newspaper printing, when processing digital ads.
- » **Method of delivery:** Digital ads may be submitted via e-mail to jobs@chronicle.com. For instructions on sending ads via FTP, send an e-mail to jobs@chronicle.com or call (202) 466-1050.