

MEDIA KIT

THE GEORGETOWN VOICE

2020-2021

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About Us

Founded in 1969, *The Georgetown Voice* is Georgetown University's premier newsmagazine, covering from campus and city news, to sports, arts, and entertainment. The Voice is distributed every other Friday, with a bi-weekly circulation of 1,000 magazines. It has a strong and diverse readership on campus in print and [online](#) through, and is able to reach Georgetown students, faculty, staff and the surrounding community.

PRINT



1,000 Copies Bi-Weekly

18,000 Graduate &
Undergraduate Students

1,500 Faculty Members

ONLINE



25,000 Monthly
Views

25 New Articles
Every Week

SOCIAL MEDIA



8,500
Followers



2,300
Followers



1,100
Followers

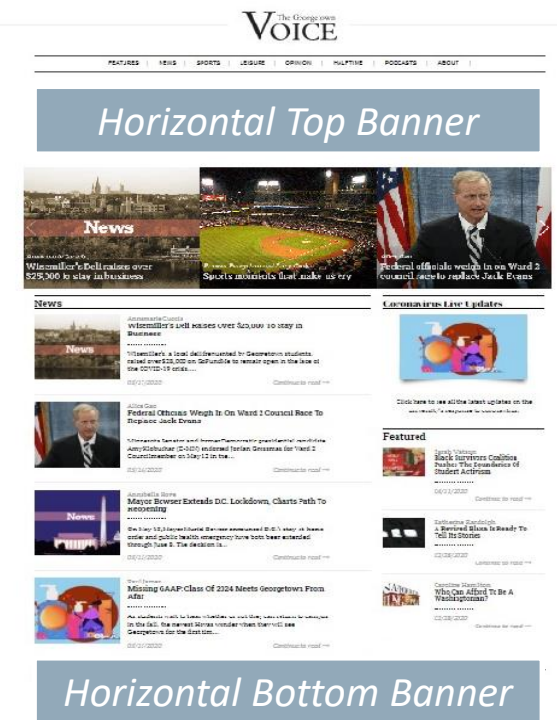
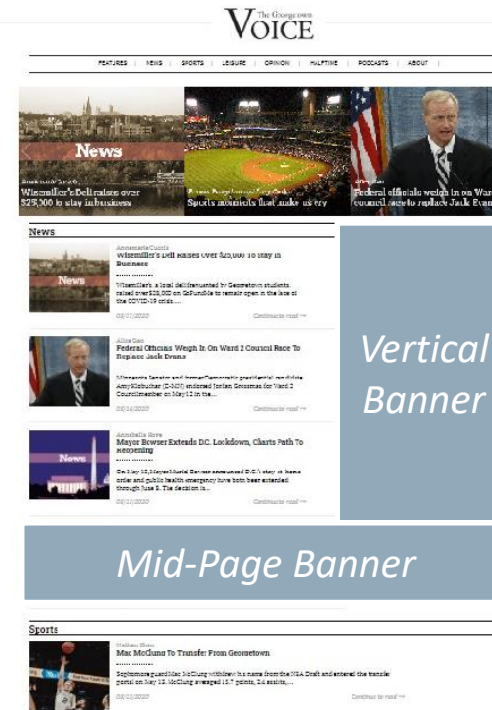
Online Advertising

www.georgetownvoice.com publishes an average of 25 articles per week and reaches an average of 7,000 views (impressions) per week. Advertising on our website is a great way to reach the Georgetown University student body, faculty, and alumni, who visit our website daily to catch up on breaking news, sports recaps, and restaurant reviews, columns, op-eds, and much more.

WHAT WE OFFER:

Type	Location	Page Options	Dimensions
Horizontal	Top Bottom	Home All Select	1000 x 125 pixels
	Mid-Page	Home Select	
Vertical		Home Select	400 x 600 pixels

*Ads must be in JPEG or PNG format



All ads will link directly to your website, and will be featured in full color with animation supported.

Print Advertising

The Georgetown Voice is distributed on a bi-weekly basis from September through May across the Georgetown University Main Campus and nearby businesses, in easy reach of the more than 18,000 undergraduate and graduate students, as well as around 1,500 faculty members. We also distribute our issues at local neighborhood cafes, reaching the Georgetown neighborhood residents. Our print magazines are known for their creative and eye-catching design in addition to our written content.

WHAT WE OFFER:

Type	Page Options	Dimensions
Full Page	Back Cover Inside Cover	10 x 11 inches
Half Page	Back Cover Inside Issue	10 x 5.5 inches
Quarter Page	Back Cover Inside Issue	5 x 5.5 inches

* Ads can be printed in black and white or color ink

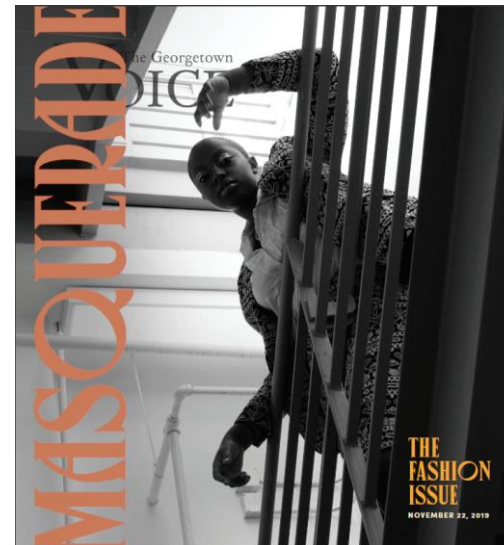
** Production of Fall 2020 print issues may be impacted by the COVID-19 crisis



Special Issues

In addition to our standard bi-weekly publications, *The Voice* publishes two special issues every November: the **Fashion Issue** and the **Basketball Preview**. The Fashion Issue is a showcase of student-driven fashion, and the Basketball Preview, an overview of the upcoming men's and women's basketball seasons.

We offer special advertising opportunities, both online and print, for partnerships specific to both subjects during this time.



Rates

PRINT

Ad Location	Dimensions	Price (Per Issue)
Full-page ad, back cover	10 x 11 inches	B&W: \$400, Color: \$600
Full-page ad, inside cover	10 x 11 inches	B&W: \$300, Color: \$400
Half-page ad, back cover	10 x 5.5 inches	B&W: \$200, Color \$300
Half-page ad, inside issue	10 x 5.5 inches	B&W: \$150, Color: \$175
Quarter-page ad, back cover	5 x 5.5 inches	B&W: \$100, Color: \$200
Quarter-page ad, inside issue	5 x 5.5 inches	B&W: \$75, Color: \$85

ONLINE

Ad Type and Location	Dimensions	Price (Weekly)
Horizontal top banner, all pages	1000 x 125 pixels	\$250
Horizontal bottom banner, all pages	1000 x 125 pixels	\$175
Horizontal top banner, homepage only	1000 x 125 pixels	\$200
Horizontal bottom banner, homepage only	1000 x 125 pixels	\$125
Horizontal banner mid-page, homepage only	1000 x 125 pixels	\$150
Horizontal banner mid-page, page-specific (not homepage -- e.g. sports page only)	1000 x 125 pixels	\$125
Vertical banner, homepage only	400 x 600 pixels	\$175
Vertical banner, page-specific (not homepage -- e.g. sports page only)	400 x 600 pixels	\$150

**If your business has been impacted by the COVID-19 crisis, please contact business@georgetownvoice.com for special pricing*

Additional Services

AD DESIGN

For an additional \$75 per advertisement, our design team would be happy to assist in the creation of an advertisement that best reflects your brand, event, or product. The ad can also be made to suit multiple specifications.

PODCAST

We offer podcasts covering sports, fashion, food, movies, and politics. A 15-second ad at the beginning of an episode is \$30, while a 15-second ad in the middle of an episode is \$15. Our drafting fee is an additional \$5.

NEWSLETTER

We offer sponsorship opportunities in **This Week in the Voice**, our weekly newsletter sent to 2,000 subscribers. Please contact business@georgetownvoice.com for rates and additional information.

Policies

SUBMISSION

Please submit your advertisement to business@georgetownvoice.com with the correct formatting specifications as described on page 4 & page 5.

Submission Deadlines:

- ❖ Online: at least **2 business days** prior to your selected advertising dates
- ❖ Print: at least **5 business days** prior to issue publication

PAYMENT

We accept payment by check. Please note that all first time advertisers are required to complete payment 2 days before the advertisement run date.

ADVERTISER AGREEMENT

By submitting your advertisement to *the Georgetown Voice*, you agree to have your advertisement run in our publication. Should you decide to cancel, you must provide an advanced 2 days notice or be subjected to a 50% cancellation fee. We reserve the right to review and reject all advertisements prior to publication.

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Please contact business@georgetownvoice.com
for additional information.