

# The Georgetown VOICE

*Media Kit*  
*Fall 2022*

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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 800 magazines with 16 full color pages.

## Print



**800** copies  
**17,000** students  
**4,500** faculty  
and staff  
**85-90%** pickup

## Online



**250,000+**  
monthly  
impressions  
**25** weekly  
articles

## Social



**2,000+**  
followers



**9,400+**  
followers  
(verified account)



**2,400+**  
followers

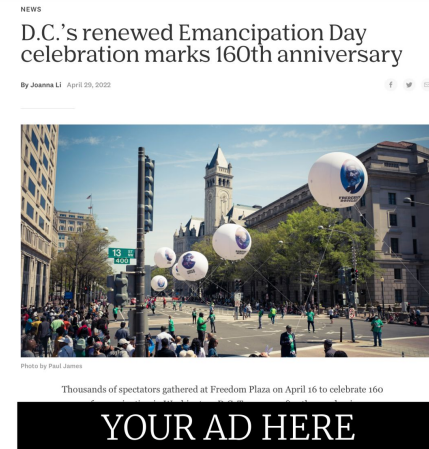
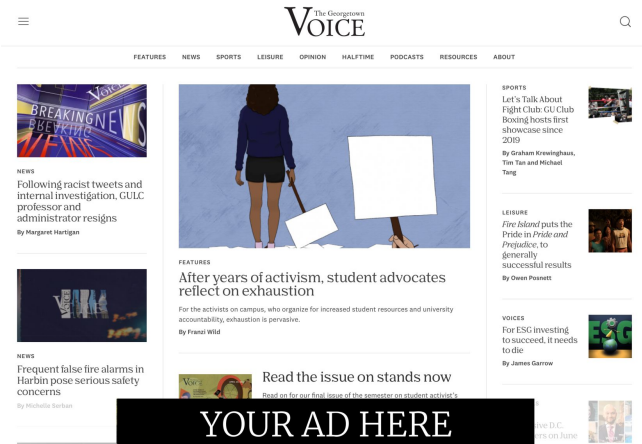


*In  
development*

# Online Advertising

[www.georgetownvoice.com](http://www.georgetownvoice.com) publishes an average of **25 articles** and reaches an average of **250,000 impressions** per month during the school year. 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.

Online ads will appear continuously as users scroll down the page and across other articles on our website. Additionally, web pages may be linked to our online ads for users to click through to.



# Print Advertising

*The Georgetown Voice* is distributed on a **bi-weekly** basis from September through May across the Georgetown University Main Campus, in easy reach of the more than 18,000 undergraduate and graduate students, as well as around 4,500 faculty members, staff, and employees. 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 **award-winning writing**.

Print ads are located on our back cover, a prime spot where your business or event will pop.

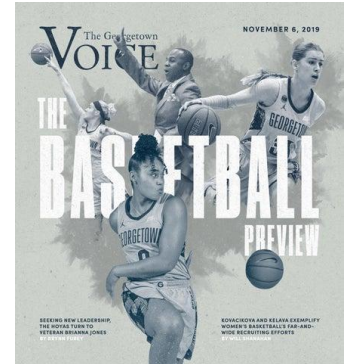
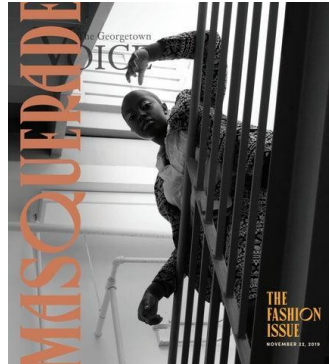
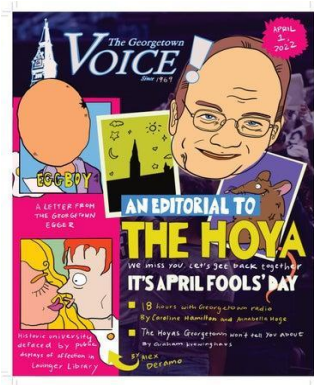
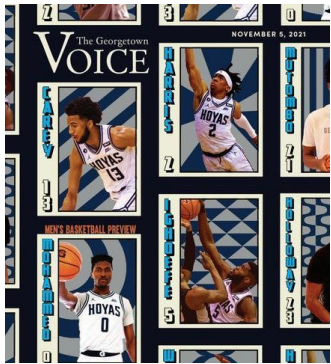
Placement	Dimensions
Full page	8.5 x 11 in
Half page	8.5 x 5.5 in
Quarter page	4.25 x 5.5 in



# Special Issues

In addition to our standard bi-weekly publications, The Voice publishes **1-2 special issues** every Fall. Themes include the Basketball Preview, highlights of Student Fashion, the Environment, and a DC Spotlight.

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



# Custom Designs

For an additional \$50 per advertisement, our design team would be happy to assist in the creation of an advertisement that best reflects your brand, event, or product. We can work with you to include any photos, text, and design elements that you request, or take the lead on designing your ad to the degree that your business desires.





# Rates

The *Voice* offers **discounted rates** when you commit to multiple weeks of advertising in advance. While we cannot retroactively change prices for ads already run, we will happily apply discounts to the extension of any advertisement duration. For instance, if you decide to run one trial week and then commit to 7 additional weeks, the trial week will be priced at \$187.50 while the remaining 7 weeks will be priced at the \$140 rate.

We are also glad to discuss discounts should you be interested in booking multiple print advertisements.

## Print

Size	Dimensions	Price
Full page*	8.5 x 11 in	<del>\$600</del> <b>\$500</b>
Half page	8.5 x 5.5 in	<del>\$300</del> <b>\$250</b>
Quarter page	4.25 x 5.5 in	<del>\$200</del> <b>\$175</b>

**\*Our most popular print option, with maximum visibility and audience reach**

## Online

Duration	Dimensions	Price
Commitment of less than 4 weeks	1000 x 125 pixels	<b>\$187.50/week</b>
Commitment of 4 weeks or more	1000 x 125 pixels	<b>\$175/week</b>
Commitment of 8 weeks or more	1000 x 125 pixels	<b>\$140/week</b>



# Policies

## ***Submission timeline***

**Print:** Due to our printing deadlines, advertisement images ***must*** be submitted 5 business days before distribution. The *Voice* is distributed on Fridays, which means images are due the Monday before.

**Online:** Advertisement images should be submitted 2 business days before the start of the online ad's run.

Please submit your image to [business@georgetownvoice.com](mailto:business@georgetownvoice.com) with the correct formatting specifications.

## ***Payment***

We accept payment by check and are happy to pick up payments in person. Invoices can be delivered via email or in person. Please note that all first time advertisers are required to complete payment 2 days before the advertisement run date.

## ***Conditions***

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.

# V<sup>The Georgetown</sup> VOICE

Please reach out to [business@georgetownvoice.com](mailto:business@georgetownvoice.com)  
for additional information.