

THE JHU GAZETTE

2008-2009 SPACE RESERVATION SCHEDULE

Issue Date	Reservation Deadline	Advertising Focus
September 2*	August 22	Academic Year Begins
September 8	August 29	Welcome Back
September 15	September 5	
September 22	September 12	Private Schools
September 29	September 19	Career Fair
October 6	September 26	Private Schools
October 13	October 3	Private Schools
October 20	October 10	Private Schools
October 27	October 17	Benefits Elections
November 3	October 24	Benefits Elections
November 10	October 31	
November 17	November 7	
December 1	November 21	Shop Where You Work
December 8	November 28	Shop Where You Work
December 15	December 5	Shop Where You Work
January 5	December 26	
January 12	January 2	
January 20*	January 9	Spring — Welcome Back
January 26	January 16	
February 2	January 23	Career Fair
February 9	January 30	Summer Camps
February 16	February 6	Summer Camps
February 23	February 13	Summer Camps
March 2	February 20	Career Fair
March 9	February 27	
March 16	March 6	Real Estate/Moving and Storage
March 23	March 13	Real Estate/Moving and Storage
March 30	March 20	Real Estate/Moving and Storage
April 6	March 27	Real Estate/Moving and Storage
April 13	April 3	Real Estate/Moving and Storage
April 20	April 10	Real Estate/Automotive
April 27	April 17	Real Estate/Automotive
May 4	April 24	Real Estate/Automotive
May 11	May 1	Real Estate/Automotive
May 18	May 8	Commencement Week
May 26*	May 15	
June 8	May 29	
June 22	June 12	
July 6	June 26	
July 20	July 10	
August 3	July 24	
August 17	August 7	

* Issue published on Tuesday because of a Monday holiday.

THE JHU GAZETTE

The newspaper of The Johns Hopkins University

ADVERTISING RATES

Effective through August 2009

PUBLISHER

The Gazette
The Johns Hopkins University
Baltimore, Maryland
gazette@jhu.edu

ELECTRONIC SUBMISSION: Adobe PDF files; CMYK process color; all fonts embedded. **PLEASE USE TRUE BLACKS IN THE PDFs, NOT 4-COLOR BLACKS.** Ad preparation services are subject to additional charges.

ADVERTISING REPRESENTATIVE

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SPECIFICATIONS

AD SIZE	WIDTH	(in inches)	DEPTH
Full page	10	x	15 1/4
1/2 page vertical	4 3/4	x	15 1/4
1/2 page horizontal	10	x	7 1/4
1/4 page vertical	4 3/4	x	7 1/4
1/4 page horizontal	10	x	3 1/2
1/8 page vertical	2 5/16	x	7 1/4
1/8 page horizontal	4 3/4	x	3 1/2
1/16 page	2 5/16	x	3 1/2
Classified	2 5/16	x	1
Double classified	2 5/16	x	2

GENERAL INFORMATION

The Gazette is the official newspaper of The Johns Hopkins University, distributed to faculty, staff and students of all university schools, divisions and affiliates, as well as to the centers of the Johns Hopkins Health System.

In addition to its main campus in Charles Village, the university has campuses or facilities on East 33rd Street and in East Baltimore, Mount Vernon, Mount Washington, Fells Point and downtown Baltimore; Laurel, Columbia and Rockville, Md.; Washington, D.C.; Bologna, Italy; and Nanjing, China.

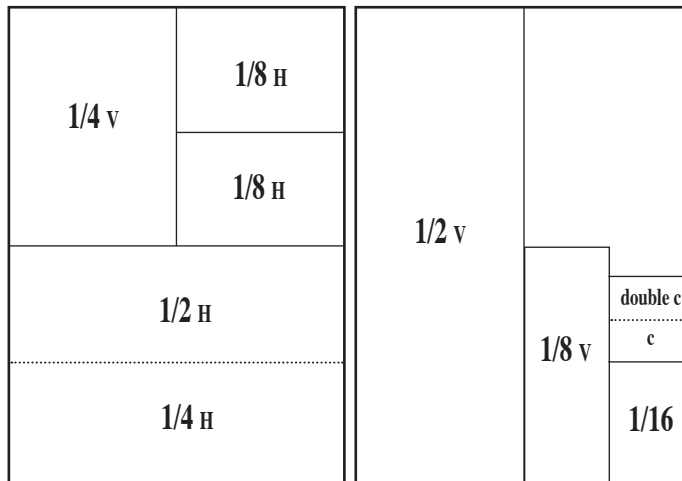
FREQUENCY AND CIRCULATION

The Gazette is published every Monday, September through May (or Tuesdays to accommodate national holidays), except during Thanksgiving week and the last two weeks of December. It is published biweekly June through August.

ADVERTISING RATES

FREQUENCY

SIZES	1x	6x	12x	22x
Full page	\$850	\$800	\$750	\$700
1/2 page	\$650	\$625	\$600	\$550
1/4 page	\$525	\$500	\$475	\$425
1/8 page	\$450	\$425	\$400	\$350
1/16th page	\$325	\$300	\$250	\$225
Classified	\$75	\$65 each additional insertion without changes		
Double	\$150	\$130 each additional insertion without changes		
PROCESS COLOR: Available for an additional \$250.				



SPACE RESERVATION DEADLINE

All space reservations must be received no later than 10 days prior to the desired issue date, after which, reservations cannot be canceled.

ACCEPTANCE

All advertising is subject to the publisher's approval. The advertiser agrees to indemnify and protect the publisher from loss or expense on claims or suits based on submitted advertising.

See reverse side for publication dates.

