

Classified Advertising

CLASSIFIED RATES

Classified Text Ad — rate per insertion: \$4.25 per word.
Minimum 12 words.

Classified Display Ad — rate per insertion:

AD SIZE	BLACK & WHITE	4-COLOR
2.2083" x 1.0"	\$160	\$260
2.2083" x 2.0"	\$310	\$410
2.2083" x 3.0"	\$460	\$560

ADDITIONAL INFORMATION & OPTIONS

- An online ad is included in the rate and is available at paw.princeton.edu/classifieds
- Images can be added online to your text ad for \$50.00 per image and will be live online for the duration of the time period the text ad is reserved.
- Boldfacing of the first three words is included — boldfacing of additional words is billed at \$4 per word

SCHEDULE 2025–2026

COVER DATE	IN-HOME STARTS	RESERVATIONS	ARTWORK DUE
Sept. 2025	Sept. 3	July 15	July 29
Oct. 2025	Oct. 7	Aug. 19	Sept. 3
Nov. 2025	Nov. 4	Sept. 16	Sept. 30
Dec. 2025	Dec. 2	Oct. 14	Oct. 28
Jan. 2026	Dec. 30	Nov. 11	Nov. 25
Feb. 2026	Feb. 3	Dec. 16	Dec. 30
Mar. 2026	Mar. 3	Jan. 13	Jan. 27
Apr. 2026	Mar 31	Feb. 10	Feb. 24
May 2026	May 5	Mar. 17	Mar. 31
June 2026	June 2	Apr. 14	Apr. 28
July/Aug. 2026	July 7	May 19	June 2

For information on advertising, contact: Grace Ni, administrative coordinator,
gracen@princeton.edu, 609-258-2107

WHY CLASSIFIEDS?

Use this section to advertise a vacation home, to sell real estate, to promote your professional services, to meet your match, and much, much more.

FREQUENCY DISCOUNTS

5% for 4 insertions

10% for 7 insertions

25% for all 11 issues

PAYMENT INFORMATION

Ads must be paid for at the time they are placed.

VISA, Mastercard, American Express and Discover cards are accepted.

Ads may be submitted by email to Grace Ni at gracen@princeton.edu

We cannot offer refunds should you decide to cancel your ad.

Final copy must be submitted and approved in writing.

