

Classifieds.

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

- All Classified ads include online placement at paw.princeton.edu/classifieds.
- Images may be added to online text ads for **\$50 per image** and will remain live for the duration of the reserved ad period.
- Boldfacing of the first three words is included — boldfacing of additional words is billed at \$4 per word

2026/27 CLASSIFIEDS CALENDAR & DEADLINES

ISSUE (COVER DATE)	IN-HOMES	AD DEADLINE
Sept. 2026	Aug. 31	July 27
Oct. 2026	Oct. 5	Sept. 1
Nov. 2026	Nov. 2	Sept. 28
Dec. 2026	Nov. 30	Oct. 26
Jan./Feb. 2027	Jan. 11	Dec. 7
Mar. 2027	Mar. 1	Jan. 25
Apr. 2027	Mar. 29	Feb. 22
May 2027	May 3	Mar. 29
June 2027	May 31	Apr. 26
July/Aug. 2027	July 5	June 1



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 10 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

Classified ad payments are nonrefundable once placed.

Final copy must be submitted and approved in writing.