

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 for one image and \$100.00 for 3 images 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 2024–2025

COVER DATE	IN-HOME STARTS	RESERVATIONS	ARTWORK DUE
Sept. 2024	Sept. 3	July 15	July 29
Oct. 2024	Oct. 7	Aug. 19	Sept. 3
Nov. 2024	Nov. 4	Sept. 16	Sept. 30
Dec. 2024	Dec. 2	Oct. 14	Oct. 28
Jan. 2025	Dec. 30	Nov. 11	Nov. 25
Feb. 2025	Feb. 3	Dec. 16	Dec. 30
Mar. 2025	Mar. 3	Jan. 13	Jan. 27
Apr. 2025	Mar 31	Feb. 10	Feb. 24
May 2025	May 5	Mar. 17	Mar. 31
June 2025	June 2	Apr. 14	Apr. 28
July/Aug. 2025	July 7	May 19	June 2

For information on advertising, contact: Allison Sullivan, publishing director, as7811@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 Brielle McArdle at bm5471@princeton.edu.

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

Final copy must be submitted and approved in writing.