

# 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 1.5"	\$235	\$335
2.2083" x 2.0"	\$310	\$410
2.2083" x 2.5"	\$385	\$485
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](http://paw.princeton.edu/classifieds)
- ◆ A hotlink is included with a Classified Display Ad and is \$5/link/insertion for text ads and additional links — the hotlink is highlighted in the online ad.
- ◆ 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.
- ◆ Classified Display Ads are highly visible and permit the use of logos and artwork. Ads are available in increments of 0.5" (1" minimum) with a width of 2.2083"
- ◆ **Boldfacing** of the first three words is included — boldfacing of additional words is billed at \$4 per word
- ◆ Your entire ad can be highlighted online for an additional charge of \$15 per issue



May 17, 2017

## 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](mailto:bm5471@princeton.edu).

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

Final copy must be submitted and approved in writing.

# PUBLICATION SCHEDULE

## CLASSIFIED ADS • 2022-2023

COVER DATE	IN-HOME DATES	CLASSIFIED RESERVATIONS DUE	COPY AND/OR ARTWORK DUE
Sept. 2022	Sept. 5-9	July 26	Aug. 11
Oct. 2022	Oct. 3-7	Aug. 23	Sept. 8
Nov. 2022	Oct. 31-Nov. 5	Sept. 20	Oct. 6
Dec. 2022	Dec. 5-Dec. 9	Oct. 18	Nov. 3
Jan. 2023	Jan. 6-13	Nov. 21	Dec. 8
Feb. 2023	Feb. 6-10	Dec. 20	Jan. 12
Mar. 2023	Mar. 6-10	Jan. 24	Feb. 9
Apr. 2023	Apr. 3-7	Feb. 21	Mar. 9
May 2023	May 1-5	Mar. 21	Apr. 6
June 2022	June 5-9	Apr. 18	May 4
July/Aug. 2023	July 10-14	May 22	June 8

Alumni Day: Feb. 25 • Reunions: May 25-28 • Commencement: May 30



May 2022

## In a recent survey, PAW readers said:

“I very much enjoy being able to maintain my long relationship with the University through PAW. I read every issue when it comes.”

“I love reading PAW and look forward to receiving it.”

“Some PAW articles are just stunning; very comprehensive, thought-provoking.”