

# CLASSIFIED ADVERTISING

## CLASSIFIED RATES

**Classified Text Ad** — rate per insertion: \$3.60 per word.  
Minimum 10 words.

**Classified Display Ad** — rate per insertion:

AD SIZE	BLACK & WHITE	4-COLOR
2.2083" x 1.0"	\$155	\$255
2.2083" x 1.5"	\$230	\$330
2.2083" x 2.0"	\$305	\$405
2.2083" x 2.5"	\$380	\$480
2.2083" x 3.0"	\$455	\$555

**Hotlinks:** \$5/link/insertion

## CLASSIFIED ADVERTISING

- ◆ 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"
- ◆ An online ad is included in the rate and is available at [paw.princeton.edu/classifieds](http://paw.princeton.edu/classifieds)
- ◆ A hotlink to your website address or email can be purchased for \$5 per link per issue — the hotlink is highlighted in the online ad
- ◆ **CAPS/BOLDFACING** of the first three words is included — boldfacing of additional words is billed at \$3 per word
- ◆ Icons can highlight your ad for a charge of \$15 per issue
- ◆ 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 3 insertions

10% for 4–9 insertions

20% for 10–13 insertions

30% for all 14 issues

## Payment Information

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

VISA, Mastercard, and American Express cards are accepted.

Ads may be submitted by email to [cfinnega@princeton.edu](mailto:cfinnega@princeton.edu), or by fax to 609-258-2247.

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

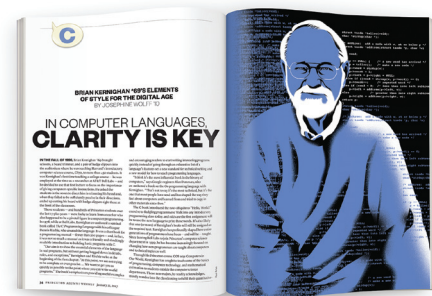
Final copy must be submitted and approved in writing.

# PUBLICATION SCHEDULE

## 2018-2019

COVER DATE*	AD DUE
September 12, 2018	7-31-18
October 3, 2018	8-21-18
October 24, 2018	9-11-18
November 7, 2018	10-1-18
December 5, 2018	10-19-18
January 9, 2019	11-16-18
February 6, 2019	12-17-18
March 6, 2019	1-11-19
March 20, 2019	2-5-19
April 10, 2019	2-25-19
April 24, 2019	3-18-19
May 15, 2019	4-2-19
Reunions Guide '19	4-2-19
June 5, 2019	4-23-19
July 10, 2019	5-21-19

\*In-home date is the week of the cover date



January 11, 2017

## 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.”