

## About the Magazine

### What Is *Nassau Weekly*?

The *Nassau Weekly* is the non-profit, student-run weekly magazine of Princeton University. Since 1979, our magazine has been dedicated to examining news, culture, sports, the arts, and opinion on and off campus. We welcome well-written articles from any source, and do not emphasize a specific political viewpoint.

Prominent alumni include David Remnick, '81, current editor-in-chief of *The New Yorker*; Alexander Wolff, '79, senior writer for *Sports Illustrated*; author Robert Faggen; Todd Purdum, '82, political correspondent for *The New York Times*; Alex Gansa, '84, writer for *X-Files*; and Thomas Payne, '84, editorial cartoonist for *The Detroit News*.

### Who Reads *Nassau Weekly*?

The *Nassau Weekly* is delivered for free to every Princeton undergraduate's door, the graduate college, academic and administrative departments, 11 eating clubs, the campus center, and popular spots along Nassau Street.

We distribute 2,700 issues per week, and have an estimated per-issue, on-campus readership of 5,000.

### Why Advertise in *Nassau Weekly*?

- Largest, per issue student readership of any Princeton University student publication.
- Free, so *everyone* on campus is a subscriber.
- Less expensive than the same ad in *The Daily Princetonian*.
- Significant discounts for regular advertisers.

# NASSAU WEEKLY

## National Rates Card Fall 2003

Nassau Weekly  
Princeton University  
Armory Building Tel: (609) 258-1899  
Princeton, NJ 08544 Fax: (609) 258-7833

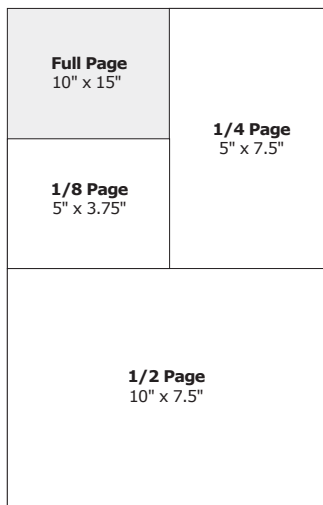
E-mail: [nweekly@princeton.edu](mailto:nweekly@princeton.edu)  
URL: [www.princeton.edu/~nweekly/](http://www.princeton.edu/~nweekly/)

## Advertising Rates

Size	Dimension	Price
Full Page	10" x 15"	\$700
1/2 Page	10" x 7.5"	\$360
1/4 Page	5" x 7.5"	\$185
1/8 Page	5" x 3.75"	\$105
1 Column Inch	2.5" x 1"	\$5.60

*A 10% discount applies to three or more ads placed within a six week period.*

## Dimensions



## Publication Schedule Fall 2003

September							October							November						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6				1	2	3	4							1
7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8
14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15
21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22
28	29	30	1	2	3	4	26	27	28	29	30	31	1	23	24	25	26	27	28	29
5	6	7	8	9	10	11	2	3	4	5	6	7	8	30	1	2	3	4	5	6

December							January						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6					1	2	3
7	8	9	10	11	12	13	4	5	6	7	8	9	10
14	15	16	17	18	19	20	11	12	13	14	15	16	17
21	22	23	24	25	26	27	18	19	20	21	22	23	24
28	29	30	31	1	2	3	25	26	27	28	29	30	31
4	5	6	7	8	9	10	1	2	3	4	5	6	7

## How Do I Advertise?

To run your advertisement in Thursday's issue:

### Reserve Space

Call or e-mail us to reserve space by the Friday before. Monday afternoon is generally the latest we can accept ad-space reservations.

### Send Your Ad

Send us your ad by e-mail, mail, or fax by 5:00 PM on Monday. We accept PDF, TIFF, JPEG, and Word electronic files. (PDF preferred.) Text-only ads may be submitted in an e-mail message.

### Make Payment

If you are a first-time advertiser, we ask that you prepay by the Monday before and include a signed contract for advertisers. Otherwise, we will send you an invoice and your ad as it appeared in the magazine after your ad has run.

Please see our contract for advertisers for specifics on file formats, discounts, payment plans, and billing.