

The Hilltop

The Student Voice of Howard University

2019-2020 Media Kit
www.thehilltoponline.com

HISTORY

The Hilltop was co-founded in 1924 by Harlem Renaissance extraordinaire Zora Neale Hurston and Eugene King. Hurston, a former Howard student, was a renowned author famous for the novel *Their Eyes Were Watching God* and other numerous works of literature. Hurston died over 40 years ago but her legacy continues here at Howard University.

The Hilltop published its first issue on January 22, 1924. The Hilltop began as a monthly newspaper discussing registration follies, along with other campus events. In 1929, the newspaper published bi-monthly, and a year later, in 1930, The Hilltop became a weekly newspaper and continued that publication schedule for 71 years. In 2001, The Hilltop began publishing a bi-weekly edition adding an online version in 2002. In February 2005, The Hilltop launched its first daily print version becoming the first daily Historically Black College and University news publication.

Currently, The Hilltop is published on Thursdays during the school year, with an occasional special issue released on other week days. The paper has a current circulation of 9,000 weekly readers on campus and throughout the District of Columbia. The Hilltop Online receives 12,000 hits daily.

ADVERTISING: HOW-TO

- Contact a sales representative at business@thehilltoponline.com or sheryl.johnsonross@howard.edu.
- Submit your space reservation to business@thehilltoponline.com or sheryl.johnsonross@howard.edu.
- Submit payments via credit card, check, money order or ACH. Other payment arrangements will require the establishment of a contract and a credit verification will be made before advertising is accepted.
- Submit artwork by the publication deadline.

ADVERTISING: PRINT

SIZE	DIMENSIONS	CAMPUS	LOCAL	NATIONAL
QUARTER PAGE	5.1042 in. x 6.375 in.	\$90.00	\$150.00	\$190.00
HALF PAGE	10.375 in. x 6.375 in.	\$200.00	\$275.00	\$400.00
FULL PAGE	10.375 in. x 12.75 in.	\$400.00	\$525.00	\$775.00

Color Charges listed as follows for spot color (1-color) and 4-color:

\$50 per unit add-on for spot color (1-color)

\$75 per unit add-on for (4-color)

FREQUENCY DISCOUNTS

4-6 INSERTIONS: 5%

7-10 INSERTIONS: 10%

11-15 INSERTIONS: 15%

16+ INSERTIONS: 20%

One column: 1.5903 x 12.75 (without gutter)

ADVERTISING: ONLINE RATES

Box

(300 x 250 pixels) **Weekly \$35 Monthly \$125 Semester \$400**

Deadlines

Reservations should be received 7 days prior to the anticipated upload date.

Requirements

Online advertisement should be submitted in JPEG, TIF, GIF, PDF, PNG, SWF, or image SRC format. Design services are available for standard advertisements only.

Website Metrics

According to College Publisher, thehilltoponline.com averages about 7,000 hits per week when publishing.

ADVERTISING: OTHER RATES

Classifieds

Classified advertising is an affordable way to spread the word about employment opportunities, rooms to rent and services.

Rate: \$5 for the first 10 words
\$.25 for each additional word
must not exceed 30 words

Inserts

Inserts should be addressed to:
James Nickell
Chesapeake Publishing Company
29088 Air Park Drive
Easton, MD 21601

Dimension Requirements:

The smallest is 5 in. x 7 in. and the largest is 11 in. x 11.375 in.

The insert can be folded as long as it does not exceed the final size of 11 in. x 11.375 in.

The insert should be no more than 3/16 in. thick.

The insert should be flexible enough to bend through the processing machine

Inserts should be received by James Nickell at least 5 business days before the insertion date

Rate: \$150 per thousand

Minimum Run: 6,000

LET US TWEET FOR YOU! DAILY-2 TWEETS = \$30/WK DAILY-4 TWEETS = \$60/WK DAILY-6 TWEETS = \$120/WK

POLICIES

Payment

Advance payment is required of all advertisers until credit is established. Once credit is established payment must be received within 30 days. If payment is not remitted within 45 days, there will be an additional 15% added to the balance due.

Deadlines

Advertising space reservations must be submitted to The Hilltop office by 3:00 p.m. seven days prior to the flight date. Cancellations will not be accepted less than six days prior to the flight date.

Placement

The Hilltop does not guarantee positioning for ROP advertisements. Premium positions may be purchased at an additional 30% of the advertisement rate.

Artwork

Artwork must be submitted three business days prior to the flight date. The Hilltop will not guarantee the quality of ads submitted after the deadline. The Hilltop accepts ads in the formats of PDF, JPEG and TIFF for print advertising and JPEG, TIFF, GIF, PNG, PDF and SWF or image SRC for online advertising. The Hilltop will scan images but cannot guarantee quality, unless submitted image is equivalent to actual size of the advertising space. The Hilltop will charge an alteration fee of \$25 for requested artwork modifications. The Hilltop will create original artwork for a design fee of \$50.

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POLICIES

The Hilltop reserves the right to reject or cancel any advertisement or insert for any reason. Advertisers and advertising agencies are responsible for all content (including text representation and illustrations) of advertisements and are responsible without limitation, for any and all claims made against The Hilltop, its officers or employees. All property rights, including any copyright interest using any artwork furnished or arranged by us shall be the property of The Hilltop. Advertisers reserve the right to revise their advertisement within two days before the flight date. The Hilltop reserves the right to insert "Advertisement" on any advertising appearing to be news material.

The Hilltop assumes no financial responsibility for errors in or omissions from advertisements. If an error in the advertisement is the fault of The Hilltop, make-good space will be offered for the advertisement. The advertiser must notify The Hilltop about the error within 14 days of publication. The Hilltop assumes no responsibility for the loss or damage to any materials submitted for publication. The Hilltop will not cover artwork shipping costs. The Hilltop reserves the right to revise advertising rates at any time without prior notification to advertisers. In the event of rate revisions or changes, The Hilltop will notify advertisers affected by these changes who will then have the right to be released from contractual obligation without penalty or will be allowed to continue advertising at the negotiated rate until the new rate becomes effective. The Hilltop reserves the right to offer remnant space at an off-the-card discount. Remnant advertising space may be preempted within 48 hours of the flight date. Reasonable arrangements will be made to mitigate against any inconvenience caused by a preemption.

Contact:

Business Manager

business@thehilltoponline.com

Website:

thehilltoponline.com