

## MEDIA KIT & RATE CARD

**–still a great deal after two and a half decades–**

Young D.C. is **the only publication** by teens and for teens serving the whole metropolitan area. Its editors, reporters, photographers, cartoonists, illustrators and interns develop skills for college and career. Equally important, Young D.C. readers gain a new understanding of teens throughout the region.

Print issues reach 10,000+ teen and youth-serving adult readers, through free delivery to high schools, libraries, community centers, bookstores, agencies, foundations, teen hangouts and homes throughout the Metro area. Some issues are published online only.

If you want to reach young consumers in the District of Columbia and its surrounding counties, *Young D.C. should be your vehicle.*

*Issue closing dates and areas of emphasis are subject to change.*

**YOUNG D.C. EDITORIAL CALENDAR VOLUME 25,  
SEPTEMBER 2015 THROUGH SUMMER 2016**

**IN ADDITION TO AREAS OF EMPHASIS LISTED BELOW, WE ANTICIPATE COVERAGE  
OF THE PRESIDENTIAL PRIMARIES. CONGRESSIONAL AND LOCAL RACES.**

	SPACE DEADLINE	MATERIALS DEADLINE
<b>SEPTEMBER</b> Constitution Day, Banned Books Week, voter registration, Hispanic Heritage Month (Sept. 15–Oct. 15)	<b>AUGUST 31</b>	<b>Sept. 9</b>
<b>OCTOBER</b> National scholarship programs, healthy competition, homecoming	<b>SEPT. 22</b>	<b>SEPT. 27</b>
<b>NOVEMBER</b> Community service, college visits, special diets, fall sports round-up	<b>OCT. 22</b>	<b>OCT. 27</b>
<b>DECEMBER</b> College applications, holiday traditions, gift giving, health & fitness	<b>NOV. 24</b>	<b>NOV. 29</b>
<b>WINTER (JANUARY/FEBRUARY)</b> Relationships, Black History Month, trend spotting, winter sports	<b>DEC. 28</b>	<b>JAN. 2</b>
<b>MARCH</b> Immigrant achievement, Women’s History Month, summer internships & jobs	<b>FEB. 23</b>	<b>FEB. 28</b>
<b>APRIL</b> Prom previews, new laws affecting teens, environmental and gender issues	<b>MARCH 23</b>	<b>MARCH 30</b>
<b>MAY</b> Asian American Heritage Month, transitions, college visits	<b>APRIL 20</b>	<b>APRIL 25</b>
<b>SUMMER (JUNE/JULY/AUGUST)</b> Concerts, free entertainment, summer sports	<b>MAY 25</b>	<b>MAY 30</b>

### WE CONCENTRATE DISTRIBUTION

OF PRINT EDITIONS IN D.C.,

MARYLAND AND VIRGINIA BY

DROP SERVICE AND MAIL. WE

ALSO MAIL ACROSS THE USA TO

THE NEWSROOMS OF OTHER INDIE

TEEN NEWSPAPERS, COLLEGES,

YDC ALUMNI/AE, AND

FOUNDATIONS–

**DISTRICT OF COLUMBIA**

ANACOSTIA HS

AMERICAN UNIVERSITY

ASIAN AMERICAN LEAD

MAYA ANGELOU PCHS

BALLOU HS

BENJAMIN BANNEKER HS

BELL HS & LINCOLN MS

THE HERB BLOCK FOUNDATION

BUSBOYS & POETS

ARCHBISHOP JOHN CARROLL HS

CARDOZO HS

CESAR CHAVEZ PCHS

COOLIDGE HS

ALICE DEAL MS

DUNBAR HS

EASTERN HS

ELLINGTON HS

THE FIELD SCHOOL

FRIENDSHIP EDISON COLLEGIATE ACAD.

GEORGETOWN DAY SCHOOL

GONZAGA

HISPANIC LINK NEWS SERVICE & FNDN.

HOWARD UNIVERSITY

LAB SCHOOL OF WASHINGTON

LATIN AMERICAN YOUTH CENTER

McKINLEY TECH

THE NEWSEUM & THE FREEDOM FORUM

PAUL PCMS

POLITICS & PROSE COFFEEHOUSE

THEODORE ROOSEVELT HS

SCHOOL WITHOUT WALLS

ST. JOHN’S COLLEGE HS

STICKY FINGERS BAKERY

SUNRISE ACADEMY

WAMU: 4 DESKS

BOOKER T. WASHINGTON PCHS

WASHINGTON CITY PAPER

THE WASHINGTON EXAMINER

THE WASHINGTON POST: 15 DESKS

WOODROW WILSON HS

WPFW

No extra charge for color. Typically, it is only available on pp. 1, 8, 9 and 16.

No charge to print advertisers for hyperlink and web button on [www.youngdc.org](http://www.youngdc.org) through 2015.

	<u>Single insertion</u>	<u>3X</u>	<u>8X</u>
		<u>per insertion</u>	
<b>FULL PAGE</b>	<b>600</b>	<b>420</b>	<b>333</b>
<b>3/4 PAGE</b>	<b>490</b>	<b>345</b>	<b>272</b>
<b>1/2 PAGE</b>	<b>390</b>	<b>275</b>	<b>216</b>
<b>1/3 PAGE</b>	<b>325</b>	<b>230</b>	<b>180</b>
<b>1/4 PAGE</b>	<b>220</b>	<b>155</b>	<b>122</b>
<b>BUSINESS CARD</b>	<b>160</b>	<b>125</b>	<b>100</b>
<b>BACK PAGE</b>	<b>\$800</b>	<b>\$560</b>	<b>\$444</b>

Please base dimensions on preserving the folio line; full page ad size is 11.9 x 9.4 inches.

**NON-PROFIT AND ACADEMIC ADVERTISERS RECEIVE A 15 PERCENT DISCOUNT**

–CONTINUED FROM PAGE ONE–

**MONTGOMERY COUNTY**

IMPACT SILVER SPRING  
WALTER JOHNSON HS  
KENNEDY HS  
NORTHWEST HS  
NORTHWOOD HS  
PAINT BRANCH HS  
POOLESVILLE HS  
PYRAMID ATLANTIC  
QUINCE ORCHARD HS  
ROCKVILLE HS  
SENECA VALLEY HS  
SLIGO MS  
SPRINGBROOK HS  
WHEATON HS  
WALT WHITMAN HS  
WOOTTON HS

**PRINCE GEORGE'S COUNTY**

BLADENSBURG HS  
BOWIE HS

CENTRAL HS  
CROOM VOCATIONAL  
CROSSLAND HS  
DOUGLASS HS  
DUVAL HS  
FAIRMONT HEIGHTS HS  
FLOWERS HS  
FORESTVILLE MILITARY HS  
FRIENDLY HS  
GWYNN PARK HS  
HIGH POINT HS  
LARGO HS  
LAUREL HS  
UNIVERSITY OF MARYLAND/COLLEGE PARK  
OXON HILL HS  
PARKDALE HS  
POTOMAC HS  
ELEANOR ROOSEVELT HS  
SUITLAND HS  
SURREATTSVILLE HS  
DR. HENRY WISE JR. HS

**VIRGINIA**

**ALEXANDRIA**  
ALEXANDRIA FRIENDS SCHOOL  
BISHOP IRETON HS  
BUSBOYS & POETS  
EPISCOPAL HS  
MT. VERNON HS  
THOS. JEFFERSON HS FOR SCIENCE & TECH.  
ST. STEPHEN'S AND ST. AGNES UPPER SCH.  
WETA:2 DESKS  
TC WILLIAMS HS

**ARLINGTON COUNTY**

NEW DIRECTIONS  
WAKEFIELD HS  
WASHINGTON & LEE HS  
WOODLAWN HS  
YORKTOWN HS

**FAIRFAX COUNTY**

EDISON HS

FALLS CHURCH HS  
FLINT HILL ACADEMY  
HAYFIELD HS  
HERNDON HS  
LAKE BRADDOCK HS  
LANGLEY HS  
ROBERT E. LEE HS  
THE MADEIRA SCHOOL  
MADISON HS  
MCLEAN HS  
OAKTON HS  
PERK CAFE  
POPE PAUL VI  
ROBINSON SECONDARY  
SOUTH LAKES HS  
SOUTH COUNTY  
SECONDARY  
JEB STUART HS  
WESTFIELD HS  
WEST POTOMAC HS  
WEST SPRINGFIELD HS

YDC IS ALSO DISTRIBUTED TO ALL BRANCHES OF THE FOLLOWING LIBRARY SYSTEMS: ALEXANDRIA, ARLINGTON, D.C., FAIRFAX, PRINCE GEORGE'S, MONTGOMERY,



1904 18<sup>th</sup> Street, NW  
Washington, DC 20009

202.232.5300  
www.youngdc.org

## Insertion Order

**ADS TO RUN ONLY ONCE MUST BE ACCOMPANIED BY FULL PAYMENT**

**Date:**

**Advertiser:**

**Contact:**

**Billing Address:**

**Telephone:**

**Email:**

**Ad Size:**

**Frequency:**

1 issue  2 issues  3 issues  4 issues  5 issues  6 issues  7 issues  8 issues

**ADS TO RUN ONLY ONCE MUST BE ACCOMPANIED BY FULL PAYMENT**

Will  will not  submit hyperlink & web button to advertise on [www.youngdc.org](http://www.youngdc.org)

**Requirements:** Please submit materials electronically. **Print:** Hi-res PDFX1A preferred, application files accepted. All print ads must be accompanied by a proof (PDF acceptable). YDC cannot accept WordPerfect files. **Web:** Please submit web buttons as JPEGs (24 kb or less) or GIFs (8 kb or less) with hypertext reference.

**Discount:**

**Gross Rate per Insertion:**

(no charge for inserting hyperlink and web button)

**Net Rate per Insertion:**

(no charge for inserting hyperlink and web button)

**Total Cost:**

**Authorizing Signature:** \_\_\_\_\_

**Title:** \_\_\_\_\_