

The Duquesne Duke



Advertisement Information

2025-2026

The Duke – Who We Are

The Duquesne Duke is the award-winning student-run newspaper at Duquesne University. With a weekly print edition and website, *The Duke* has desks for news (campus, local and national), sports, arts & entertainment, features and opinions, and is comprised of more than 60 student journalists.

The Duke is published every Thursday during the academic year. Each week, content is available both online and in 3,000 print issues at 13 newsstands across campus. Individual pieces published in *The Duke* have been recognized by the Society of Professional Journalists and the Student Keystone Press Awards.



Duquesne University

Founded in 1878, Duquesne University is the only Spiritan university in the world. Duquesne's self contained 46-acre campus overlooking Downtown Pittsburgh is home to 10,000 students which represent every state in the U.S. and 80 nations worldwide.



Purchasing Guidelines

You can purchase advertising space by emailing Advertising Manager Christian Witterman at duqdukeads@gmail.com. Please include a contact name, phone number, requested ad size and the intended date of publication in your email.

Advertisement space must be reserved by 5 p.m. on the Monday prior to publication. Advertisements cannot be accepted after this deadline



Advertising Rates

Full page (10 in. W x 14 in. H; 70 column in.)	\$600
Half Page (10 in. W x 7 in H; 35 column in.)	\$300
Quarter page (4 in. x 7 in.; 14 column in.)	\$150



Student Advertising Rates

Full page (10 in. W x 14 in. H; 70 column in.)	\$60
Half Page (10 in. W x 7 in H; 35 column in.)	\$40
Quarter page (4 in. x 7 in.; 14 column in.)	\$20



Publication Schedule

The Duquesne Duke publishes once a week on Thursdays during the academic year. *The Duke* does not publish over university breaks or during final exam periods. Duquesne University hosts a number of events which attract alumni, prospective students and non-university affiliated members of the community. Dates for these events, as well as special issues of *The Duke*, will be announced at a later date. We ask that our clients understand that our staff is composed completely of full-time students. Therefore, *The Duquesne Duke* is not able to run on a regular 9 a.m. - 5 p.m. schedule. As a staff, *The Duquesne Duke* works hard to ensure that all inquiries are addressed within 24 hours of their placement and that our deadlines are properly enforced.



Advertising Disclaimer

The Duquesne Duke's editorial staff has final discretion over whether or not a submitted advertisement is permitted to run in the newspaper. As a student-led newspaper at a private university, we reserve the right to refuse an advertisement if we believe it is ethically objectionable

