

GEORGE MASON UNIVERSITY

STUDENT MEDIA

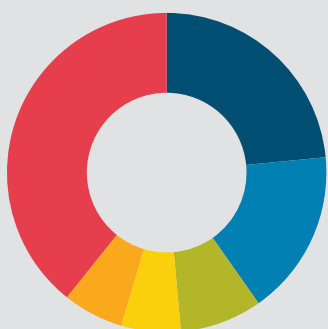
RATE KIT | 2017-2018



STUDENT SPENDING

\$91.1M+

Amount Mason students spend locally per year (excluding housing).



- Retail **\$35.8M**
- Dining/Groceries **\$21.4M**
- Entertainment **\$15.3M**
- Services **\$7.6M**
- Transportation **\$5.6M**
- Health **\$5.5M**

MONTHLY SPENDING

\$736+

Average amount full-time Mason students spend locally per month (excluding housing). \$8,800 per year.

WHAT WE OFFER

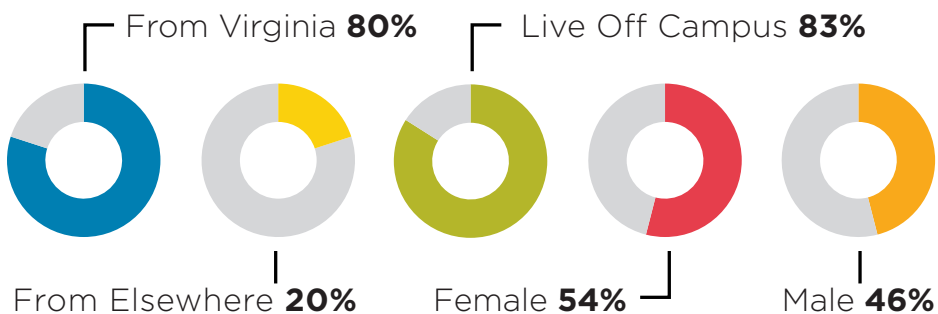
Student Media is the voice of the student body at Mason, and we offer a wide range of student-produced content across our print, online, radio, and television platforms. Newspapers, magazines, literary journals, original TV and radio programs, and live streamed event coverage are just a few of the offerings available to our diverse audience.

In 2013, Student Media's print (*Broadside*) and online (*connect2mason.com*) news outlets merged to create a new publication named **Fourth Estate**. By combining staff and resources, this new print+online venture allows us to focus on providing more multimedia content and in-depth storytelling while retaining the award-winning journalistic standards that have defined Student Media for decades.

Whether your goal is to attract new customers to your business, promote a specific initiative, or raise community awareness of a new location or service, **advertising with Student Media is the most effective way to reach the over 39,000 students, faculty, and staff at Mason.**

WHO WE REACH

Total Mason Readership: 39,094+ | **32,961: Students**
6,133: Faculty/Staff



RESEARCH AND STATISTICS COURTESY OF: GMU Institutional Research and Reporting, GMU Center for Regional Analysis, October 2013.

WHY ADVERTISE?

AUDIENCE

HOW WE DELIVER CONTENT



PRINT

Fourth Estate

Publishes most Mondays in print on all 3 Mason campuses



ONLINE

Fourth Estate

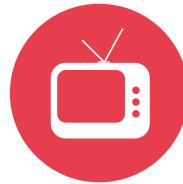
Updated daily with breaking online news at gmufourthestate.com



RADIO

WGMU

On-air 24/7 with music, sports, talk, and more at wgmuradio.com



CABLE

Mason Cable Network

Broadcasts in HD online and on campus channel 8.1

WHERE WE DISTRIBUTE

Fourth Estate is published most Mondays throughout the fall and spring semesters, distributing 4,000 papers weekly at over 60 distribution points that include all student centers, most academic buildings, and bus stops on the Fairfax, Arlington, and Prince William campuses.

4,000

Fourth Estate's regular weekly print circulation.

7,000

Circulation during NOVA partnership weeks.



Student Media has partnered with Northern Virginia Community

College to distribute our print newspaper several times each semester on all six of their area campuses. This partnership dramatically broadens **Fourth Estate's** potential readership since NOVA serves over 100,000 students representing 180 countries and employs over 3,800 faculty and staff members. **That means a significant increase in the impact of your advertising investment, allowing you to reach more readers across a broader distribution area.**

Check out the 2017-2018 Publication Calendar for specific issue dates.

VISITOR SPENDING

\$9.21M+

Amount Mason visitors spend locally per year.

"George Mason University and its facilities welcome hundreds of thousands of visitors each year... These visitors all impact the local and regional economies by generating spending at hotels, restaurants, and retailers in the area."

ALUMNI

90,075+

Number of Mason alumni living in the Washington, D.C. metro area.

MASON MONEY

\$2.0M+

Amount students spend locally per year through the Mason Money prepaid debit card program.

COLOR

FULL COLOR: \$200
(Multiple/Process)

SPOT COLOR: \$100
(Single Pantone Only)

62%

The percentage that full color ads beat black-and-white ads for in-depth readership.

Color is a cost effective way to increase the impact of a newspaper ad.

INSERTS

(PRE-PRINTED)

MINIMUM SIZE: 3" x 5"

MAXIMUM SIZE: 11" x 12"

\$265 PER 1,000 COPIES

DESIGN

HALF PAGE OR LARGER: \$60

LESS THAN HALF PAGE: \$30

RESIZING FEE: \$10

DISPLAY RATES & SAMPLE SIZES

FULL PAGE
10.25"W x 11"H
\$660.00

DOUBLE TRUCK
21.25"W x 11"H
\$1,320.00

FREEFORM AD RATE:

\$10.00 per column inch

1 COLUMN = 1.604"

2 COLUMNS = 3.333"

3 COLUMNS = 5.062"

4 COLUMNS = 6.792"

5 COLUMNS = 8.521"

6 COLUMNS = 10.25"

MAX DEPTH = 10.5"

1/8 PAGE
5.062"W x 2.53"H
\$75.90

1/4 PAGE HORIZONTAL
10.25"W x 2.53"H
\$151.80

1/2 PAGE HORIZONTAL
10.25"W x 5.187"H
\$311.41

1/2 PAGE VERTICAL
5.062"W x 10.5"H
\$315.00

1/9 PAGE
3.333"W x 3.417"H
\$68.40

1/4 PAGE VERTICAL
5.062"W x 5.187"H
\$155.71

1/3 PAGE HORIZONTAL
10.25"W x 3.417"H
\$205.21

2/3 PAGE HORIZONTAL
10.25"W x 6.958"H
\$417.59

2/3 PAGE VERTICAL
6.792"W x 10.5"H
\$420.00

1/3 PAGE VERTICAL
3.333"W x 10.5"H
\$210.00

DISPLAY ADVERTISING

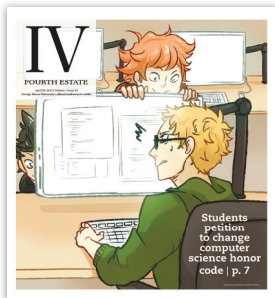
Fourth Estate is the only official student newspaper that serves George Mason University's over 39,000 students, faculty, staff, and alumni. Published most Mondays throughout the fall and spring semesters, **Fourth Estate** distributes 4,000 papers weekly at over 100 distribution points on the Fairfax, Arlington, and Prince William campuses. During weeks where **Fourth Estate** is distributed in partnership with Northern Virginia Community College's six area campuses, **print circulation doubles to 7,000 copies.**

4,000

Fourth Estate's regular weekly print circulation.

7,000

Circulation during NOVA partnership weeks.



CONTACT US:



PHONE

703.993.2942



FAX

703.993.2948



EMAIL

displayads@gmufourthestate.com



MAIL

Display Ads Department
MS 2C5, The Hub Room 1201
4400 University Dr., Fairfax, VA 22030

AD SPECS

Ad materials must be submitted electronically and PDF format is preferred.

Raster images must be 300ppi or above.

Ads may be prepaid with check, cash, Visa or Mastercard, or billed once credit is established.

DISCOUNTS

4-6 INSERTIONS: 10%

7-10 INSERTIONS: 15%

FULL SEMESTER (11+): 20%

FULL YEAR (20+): 25%

ON-CAMPUS DEPTS: 25%

STUDENT GROUPS: 50%

Ads must run in publication year, and contracted at first insertion.
Design and color are not discounted.

DEADLINE

5:00PM THURSDAY

All requests and materials are due by 5pm Thursday before publication date.

Ads needing design are due by 5pm Wednesday.

COST

TEXT-ONLY ADS

PER LINE: \$1.00

MAX CHARACTERS

PER LINE: 20

No special fonts, sizes, or logos may be used in a text-only ad.

SAMPLE TEXT-ONLY AD:

Attention Students:
Local retailer seeks part-time holiday workers for immediate hire. \$10/hr.
Send resume to jobs@helpwated.com

CUSTOMIZED ADS

PER COLUMN INCH: \$12.00

COLUMN INCH = 1.604"W x 1"H

Customized classified ads can utilize features like bold type, special fonts and sizes, logos, and small artwork.

SAMPLE CUSTOMIZED AD:



ATTENTION STUDENTS:
Local retailer seeks part-time holiday workers for immediate hire. **\$10/hr.**
Send resume to jobs@helpwated.com

DISCOUNTS

4-6 INSERTIONS: 10%

7-10 INSERTIONS: 15%

11+ INSERTIONS: 20%

CLASSIFIED ADS

Reach out to the Mason community by placing a classified ad in **Fourth Estate's** Help Wanted, Child Care, Services, For Sale, Travel, Housing, or Miscellaneous sections. Whether you need to find a roommate, want to sell some books, or have a job that needs to be done, **Fourth Estate's** classified listings can help you target a specific audience and gain exposure among students, faculty, staff, and alumni.

NEW: All classified ads now appear online at gmufourthestate.com!

2 SIMPLE STEPS

- 1. PLAN YOUR AD.** Write the text of the ad exactly as you would like it to appear in the paper. Include your name, phone number, and mailing address. If you decide on a customized classified ad, be sure to include any special instructions and attach art/logos if applicable.
- 2. SUBMIT YOUR AD.** We accept classified ads via fax or email. Make sure to tell us the number of times you would like your ad to run. Customized ads may be submitted electronically or camera ready.

You can expect a call or email from an Ad Rep soon after you submit your ad to discuss the total cost, and collect the required prepayment with cash, check, Visa, or Mastercard.

CONTACT US:



PHONE

703.993.2880



FAX

703.993.2948



EMAIL

classifiedads@gmufourthestate.com



MAIL

Classified Ads Department
MS 2C5, The Hub Room 1201
4400 University Dr., Fairfax, VA 22030

'17-'18 PUBLICATION CALENDAR

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

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

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

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

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

CIRCULATION

Normal print circulation is 4,000 copies. Several times each semester we partner with NOVA to distribute 7,000 copies.

NOVA DATES TBA!

IMPORTANT DATES

BACK TO SCHOOL
August 28, 2017

FALL CAREER FAIR
October 4-5, 2017

MASON MADNESS
TBA — October 2017

LAST DAY OF CLASSES
December 9, 2017

FIRST DAY OF CLASSES
January 22, 2018

SPRING CAREER FAIR
February 21-22, 2018

SPRING BREAK
March 12-18, 2018

INTERNATIONAL WEEK
April 6-14, 2018

GREEK WEEK
April 13-21, 2018

MASON DAY
April 27, 2018

LAST DAY OF CLASSES
May 5, 2018

ONLINE

IV FOURTH ESTATE



BANNER ADS

www.GMUFourthEstate.com

Harness the full power and reach of Fourth Estate by placing an ad on our online news site, which is easily accessible on mobile and standard devices. Whether you decide to advertise solely online or want to reinforce your print ad, web ads are a cost-effective way to reach Mason's students, faculty, staff, and community on a daily basis.

AUDIENCE

4,616

Weekly Average: Page Views

2,164

Weekly Average: Unique Users

DISCOUNTS

4-7 WEEKS: 10%

8-11 WEEKS: 15%

12+ WEEKS: 20%

ON-CAMPUS DEPTS: 25%

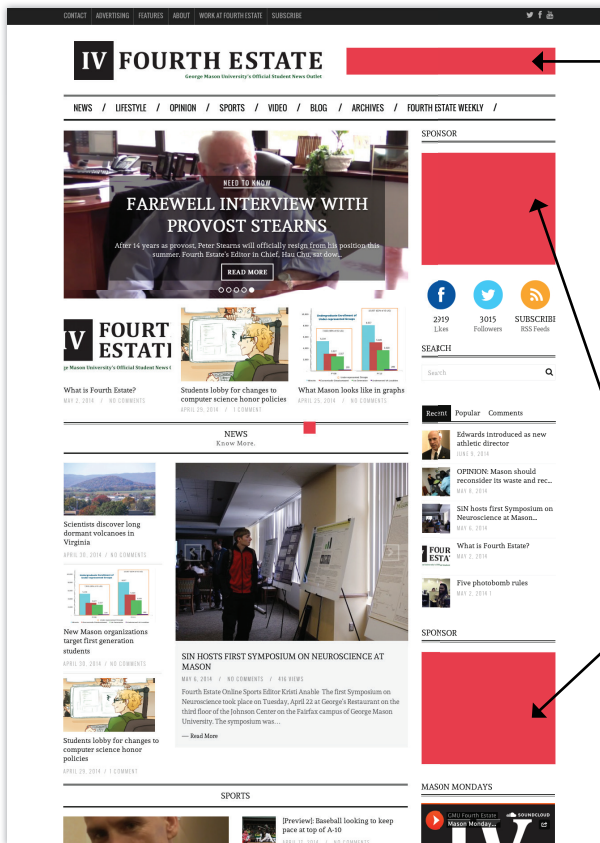
STUDENT GROUPS: 50%

SUMMER DISCOUNT: 25%

DEADLINE

2 DAYS PRIOR TO RUN

Ads needing design must be requested 3 days in advance.



FULL BANNER

(To the right of header)

728x90 pixels

\$98/week

MEDIUM RECTANGLE

(In righthand sidebar)

300x250 pixels

"ABOVE THE FOLD"

\$84/week

"BELOW THE FOLD"

\$67.20/week

DESIGN

\$50 per ad

CONTACT US:



PHONE

703.993.2942



FAX

703.993.2948



EMAIL

online@gmufourthestate.com



your voice. amplified.
wgmuradio.com

RADIO

WGmu ADVERTISING

WGmu Radio is Mason's one and only radio station and streams online at *WGmuRadio.com* 24/7. In addition to today's hottest music and an eclectic array of local and undiscovered artists, listeners enjoy in-studio sessions and live interviews with artists and celebrities. WGmu provides the best in sports, talk, news, and college radio programming.

STUDIO RENTAL

Our state-of-the-art studio can be rented out for remote interviews. We have an ISDN codec and POTS hybrid.

WITH AN ENGINEER: \$75/hr | **WITHOUT AN ENGINEER:** \$50/hr

AD SPECS

- Materials must be submitted electronically via ads@wgmuradio.com.
- 1 week minimum. Radio spots are not available for basketball games.
- Ads may prepaid with check, cash, Visa or Mastercard, or billed once credit is established. **All ads subject to approval.**

CONTACT US:



PHONE

703.993.2942



FAX

703.993.2948



EMAIL

ads@wgmuradio.com



MAIL

WGmu Ads Department
MS 2C5, The Hub Room 1201
4400 University Dr., Fairfax, VA 22030

RADIO ADS

(RUN AT LEAST 5x PER DAY)

30 SECOND SPOTS

1 WEEK: \$35

4 WEEKS (1 Month): \$126

8 WEEKS (2 Months): \$238

12 WEEKS (Semester): \$336

24+ WEEKS (Year): \$630

60 SECOND SPOTS

1 WEEK: \$63

4 WEEKS (1 Month): \$226.80

8 WEEKS (2 Months): \$428.40

12 WEEKS (Semester): \$604.80

24+ WEEKS (Year): \$1,134

WEB BANNERS

300x250 PIXELS: \$35/week

DESIGN: \$50

DISCOUNTS

ON-CAMPUS DEPTS: 25%

STUDENT GROUPS: 50%

DEADLINE

2 DAYS PRIOR TO RUN

TV ADS

(RUN 10x PER DAY)

AIRTIME

15 SECONDS: \$42/week

30 SECONDS: \$56/week

AD PRODUCTION

15 SECONDS: \$150

30 SECONDS: \$200

WEB BANNERS

300x250 PIXELS: \$35/week

DESIGN: \$50

DISCOUNTS

4-7 WEEKS: 10%

8-11 WEEKS: 15%

12+ WEEKS: 20%

ON-CAMPUS DEPTS: 25%

STUDENT GROUPS: 50%

SUMMER DISCOUNT: 25%

DEADLINE

2 DAYS PRIOR TO RUN

Ad production requires 10 business days.

MCN ADVERTISING

Mason Cable Network is Mason's student-operated television network broadcasting live news, sports, event coverage, and student projects 24/7 to approximately 6,000 residents on the Fairfax campus.

NEW: MCN is now available online 24/7 at MasonCableNetwork.com!

LIVE EVENTS

MCN airs live sports, news, and entertainment events several times per month on MasonCableNetwork.com.

ONLINE PRE-ROLL ADS: 5-Second Ad: **\$10** | 15-Second Ad: **\$15**

EVENT SPONSORSHIP: Maximize your impact by sponsoring a live event! *Contact us for details and availability.*

AD SPECS

- Materials must be submitted via ads@masoncablenetwork.com.
- Ads may prepaid with check, cash, Visa or Mastercard, or billed once credit is established. **All ads subject to approval.**

CONTACT US:



PHONE

703.993.2942



FAX

703.993.2948



EMAIL

ads@masoncablenetwork.com



MAIL

MCN Ads Department
MS 2C5, The Hub Room 1201
4400 University Dr., Fairfax, VA 22030

PRINT PLUS

SAVE 5%

Already advertising with **Fourth Estate** in print? Make your investment go even further by taking advantage of our **PRINT PLUS** discount. Simply add a web ad to whatever print option you have already selected and **SAVE AN ADDITIONAL 5%!**



PRINT



ONLINE

Multiple Platforms = A Broader Audience

ONLINE BLITZ

SAVE 10%

So you've decided to take the plunge and advertise online... Why not maximize your impact by placing that ad on all of our web platforms at the same time — while **SAVING AN ADDITIONAL 10%?** With the **ONLINE BLITZ** package your web ad will harness the audience of **Fourth Estate, WGMU, and MCN's** homepages at the same time.



ONLINE



ONLINE



ONLINE

More Exposure = Better Results

KITCHEN SINK

SAVE 20%

Sometimes more is, in fact, **MORE!** With the **KITCHEN SINK** advertising bundle discount you can have your message featured across all of Mason's student-run media platforms including print, online, radio, and television. For the advertiser who wants to truly make a splash while **SAVING AN ADDITIONAL 20%!**



PRINT



ONLINE



RADIO



CABLE

The Total Package

WHY BUNDLE?

For many advertisers, choosing just one ad format can be a difficult decision. Do you bet on print? Take a ride on the web? Or harness the audiovisual power of TV?

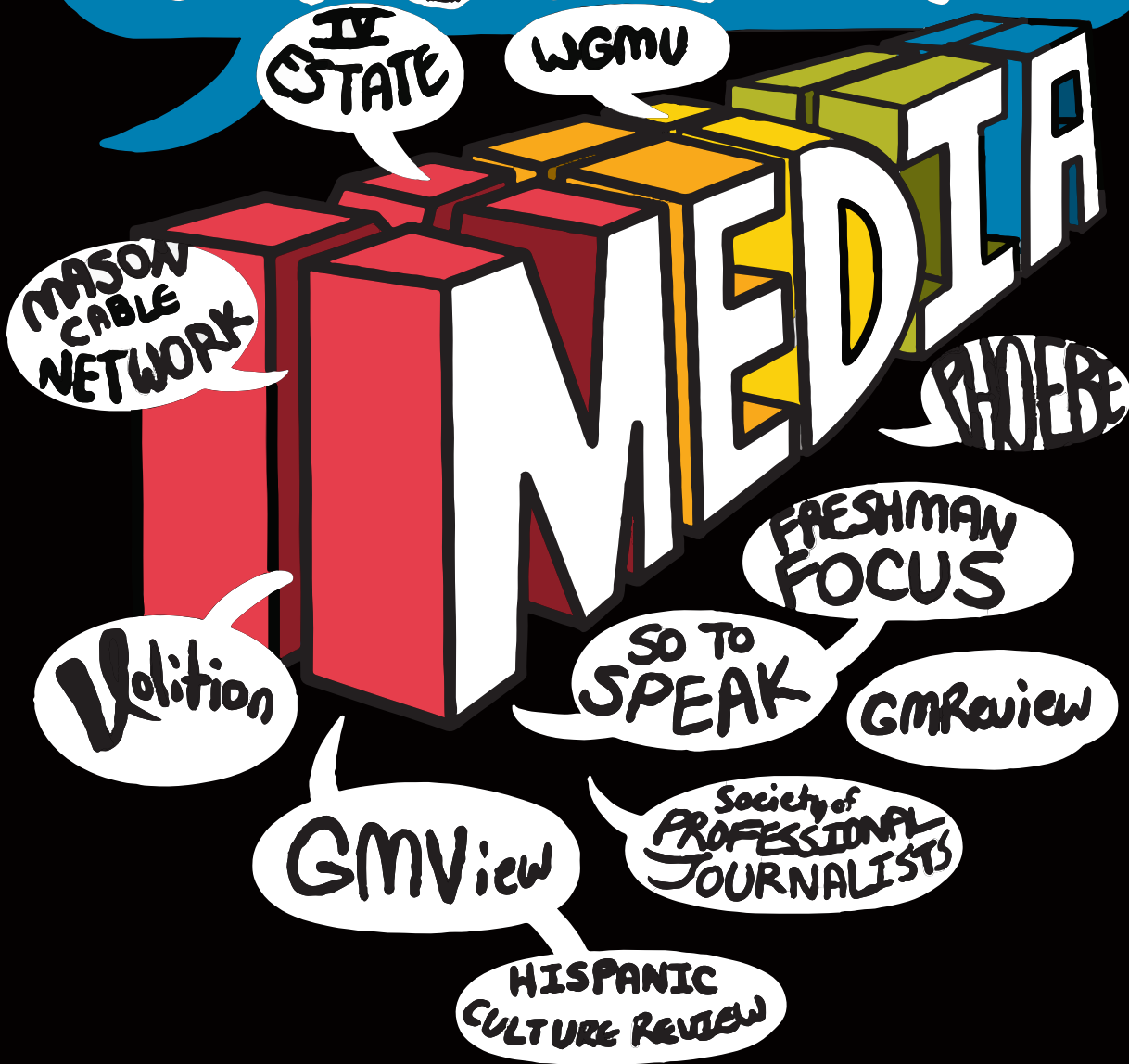
Now you can get more bang for your buck while ensuring that you reach the maximum number of potential customers (whose increasingly diverse reading and viewing habits make them difficult to target).

By taking advantage of our new ad bundle discounts you can **SAVE AS MUCH AS 20%** on top of any frequency or on-campus discounts that already apply to your order.

If you think that the **PRINT PLUS, ONLINE BLITZ, or KITCHEN SINK** bundles are right for your business, our ad reps can help you turn your advertising vision into reality.

NOTE: BUNDLE DISCOUNTS ARE NOT AVAILABLE DURING SUMMER MONTHS.

STUDENT



Updated: June 2017

Cover Illustrations: Katryna Henderson

STUDENTMEDIA.GMU.EDU



PHONE
703.993.9745



FAX
703.993.2948



EMAIL
stumedia@gmu.edu