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Broadside is the only student paper that serves George Mason University's students, faculty, staff and alumni. Broadside is published most Monday's throughout both the fall and spring semester, distributing 6,000 papers weekly throughout the Fairfax, Arlington, Prince William and Loudoun campuses. Broadside is available to over 30,000 students.



■ Display Advertising Rates 2013-2014

Color

Full Color: \$300 (Multiple/Process)

Spot Color: \$100 (Single)

Color is a cost effective way to increase the impact of a newspaper ad. Full color ads beat black-and-white ads for in-depth readership by **62%**.

Design

Half page or larger: \$50

Less than half page: \$25

Resizing Fee: \$10

Inserts (Pre-Printed)

Minimum Size: 3" X 5"

Maximum Size: 11" x 12"

\$265 per 1,000 Copies

4,000 Copies min; 6,000 max.

Discounts

4-7 runs = 10% discount

8-11 runs = 15% discount

12+ runs = 20% discount

On-Campus Depts = 25% discount

Student Groups = 50% discount

*Ads must run in publication year, and contracted at first insertion.

Rates & Sample Sizes

Full Page 10.25"W x 11"H \$660.00 Double Truck 21.25"W x 11"H \$1320.00	1/8 Page 5.062"W x 2.53"H \$75.90	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
	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	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
	1/4 Page Vertical 5.062"W x 5.187"H \$155.71	

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"

- Ad requests and materials are due by 5pm Thursday before the weekly Monday publication date.
- Ads needing design are due by 5pm Wednesday.
- Ad materials must be submitted electronically. PDF format preferred. Raster images must be 300ppi or above
- Ads may prepaid with check, cash, Visa or Mastercard or billed once credit is established.