

GEORGE MASON UNIVERSITY

STUDENT MEDIA

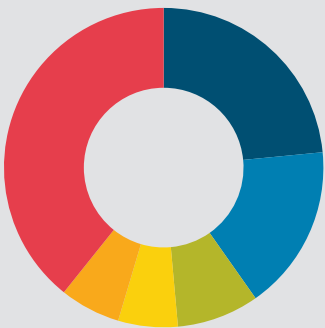
RATE KIT | 2019-2020



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

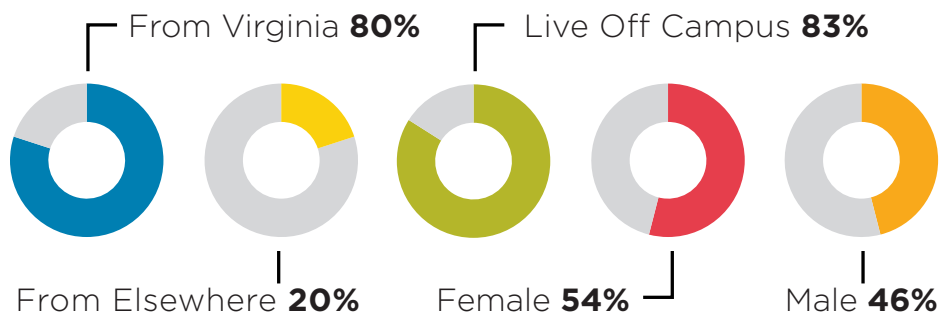
Student Media is the voice of the student body at Mason, and we offer a wide range of student-produced content across our print, online, radio, and television platforms. Newspapers, magazines, literary journals, original TV and radio programs, and live event coverage are just a few of the offerings available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

Student Media prides itself on helping students find their niche at Mason while they build career-ready skills in our experiential learning environment. **Students learn new skills, practice their craft, and produce new content that is seen by their peers, professors, and community every day.**

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 40,000 students, faculty, and staff at Mason.**

WHO WE REACH

Potential Readership: 43,449+ | 37,316: Students
6,133: Faculty/Staff



STATISTICS COURTESY OF: GMU Institutional Research and Reporting, GMU Center for Regional Analysis, shopmason.gmu.edu, relations.gmu.edu.

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.

CONTACT US:



PHONE

703.993.2942



FAX

703.993.2948



EMAIL

sales@masonstudentmedia.com



MAIL

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

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

113,494+

Number of Mason alumni currently living in the Commonwealth of Virginia.

MASON MONEY

\$4.5M+

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

CLASSIFIEDS

(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 CLASSIFIED AD:

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

COLOR

FULL COLOR: \$200

DESIGN

PRINT AD DESIGN: \$75

INSERTS

(PRE-PRINTED)

MINIMUM SIZE: 3" x 5"

MAXIMUM SIZE: 11" x 12"

\$265 PER 1,000 COPIES

DISPLAY RATES & SIZES

FULL PAGE
10.25"W x 11"H

DOUBLE TRUCK
21.25"W x 11"H

AD RATES:

DOUBLE TRUCK = \$1,200
 FULL PAGE = \$600
 2/3 PAGE = \$400
 1/2 PAGE = \$300
 1/3 PAGE = \$200
 1/4 PAGE = \$150
 1/8 PAGE = \$75

Less than \$10.00 per column inch!

1/8 PAGE
5.062"W x 2.53"H

1/4 PAGE HORIZONTAL
10.25"W x 2.53"H

1/2 PAGE HORIZONTAL
10.25"W x 5.187"H

1/2 PAGE VERTICAL
5.062"W x 10.5"H

1/4 PAGE VERTICAL
5.062"W x 5.187"H

1/3 PAGE HORIZONTAL
10.25"W x 3.417"H

2/3 PAGE HORIZONTAL
10.25"W x 6.958"H

2/3 PAGE VERTICAL
6.792"W x 10.5"H

1/3 PAGE VERTICAL
3.333"W x 10.5"H

DISPLAY ADVERTISING

Fourth Estate is the only official student newspaper that serves George Mason University's over 40,000 students, faculty, staff, and alumni. Published most Mondays throughout the fall and spring semesters, **Fourth Estate** distributes 4,000 papers weekly at over 60 distribution points on the Fairfax, Arlington, and Prince William campuses.



BUNDLE DISCOUNTS

Take advantage of our "Kitchen Sink" bundle discount to reach the maximum number of potential customers and **SAVE 20% on top of** any frequency or on-campus discounts that already apply.

KITCHEN SINK BUNDLE

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. **Make a splash!**



PRINT



ONLINE



RADIO



CABLE

SAVE 20%!

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 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.

CIRCULATION

Published most Mondays throughout the fall and spring semesters, *Fourth Estate* distributes 4,000 papers weekly at over 60 distribution points on the Fairfax, Arlington, and Prince William campuses.

IMPORTANT DATES

BACK TO SCHOOL
August 26, 2019

FALL CAREER FAIR
October 2-3, 2019

MASON MADNESS
October 11, 2019

LAST DAY OF CLASSES
December 7, 2019

FIRST DAY OF CLASSES
January 20, 2020

SPRING CAREER FAIR
February 19-20, 2020

SPRING BREAK
March 9-15, 2020

GREEK WEEK
March 22-29, 2020

INTERNATIONAL WEEK
March 26-April 4, 2020

MASON DAY
April 24, 2020

LAST DAY OF CLASSES
May 4, 2020

'19-'20 PUBLICATION CALENDAR

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

BANNER ADS

► 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.



FULL BANNER
(To the right of header)
728x90 pixels
\$70/week; \$10/day

MEDIUM RECTANGLE
(In right-hand sidebar)
300x250 pixels
\$56/week; \$8/day

PAGE VIEWS

3,773
Weekly Average
(539 per day)

UNIQUE USERS

2,156
Weekly Average
(308 per day)

DESIGN

WEB AD DESIGN: \$50

DEADLINE

2 DAYS PRIOR TO RUN

Ads needing design are due by 5pm Wednesday.

KITCHEN SINK BUNDLE

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. **Make a splash!**





SAVE 20%!

PRINT ONLINE RADIO CABLE

RADIO ADS

(RUN 10x PER DAY)

30-SECOND ADS

1 WEEK MINIMUM: \$35

60-SECOND ADS

1 WEEK MINIMUM: \$49

DISCOUNTS

4 WEEKS (1 Month): 15%

1 SEMESTER (12 Weeks): 20%

2 SEMESTERS (24 Weeks): 25%

All ads are subject to approval.

TV ADS

(RUN 10x PER DAY)

30-SECOND ADS

1 WEEK MINIMUM: \$35

60-SECOND ADS

1 WEEK MINIMUM: \$49

DISCOUNTS

4 WEEKS (1 Month): 15%

1 SEMESTER (12 Weeks): 20%

2 SEMESTERS (24 Weeks): 25%

All ads are subject to approval.

DEADLINE

2 DAYS PRIOR TO RUN

WGMU ADVERTISING

▶ WGMURadio.com

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

MCN ADVERTISING

▶ MasonCableNetwork.com

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.

LIVE EVENT SPONSORSHIP

Contact us for details and availability.

CONTACT US:



PHONE

703.993.2942



FAX

703.993.2948



EMAIL

sales@masonstudentmedia.com