

STUDENT MEDIA

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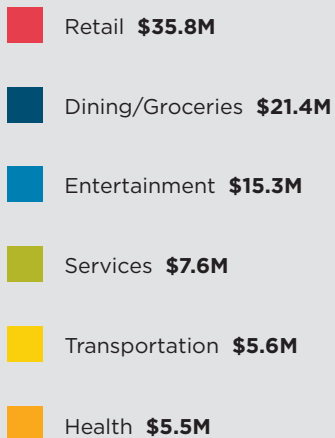
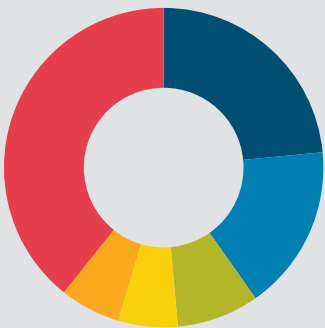
AUDIENCE

WHY ADVERTISE?

STUDENT SPENDING

\$91.1M+

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



VISITOR SPENDING

\$9.21M+

Amount Mason visitors spend locally per year.

WHAT WE OFFER

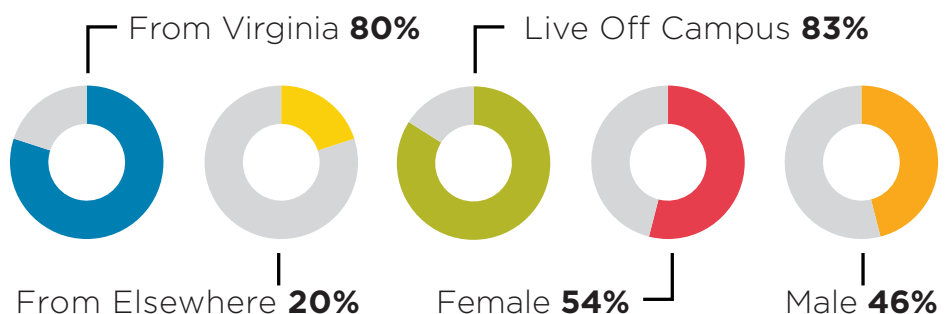
Student Media is the voice of the student body at Mason, and we offer a wide range of content across our online, radio, and television platforms. News, entertainment, literary journals, original TV and radio programs, and live event coverage are just a few of the offerings available to our diverse audience.

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

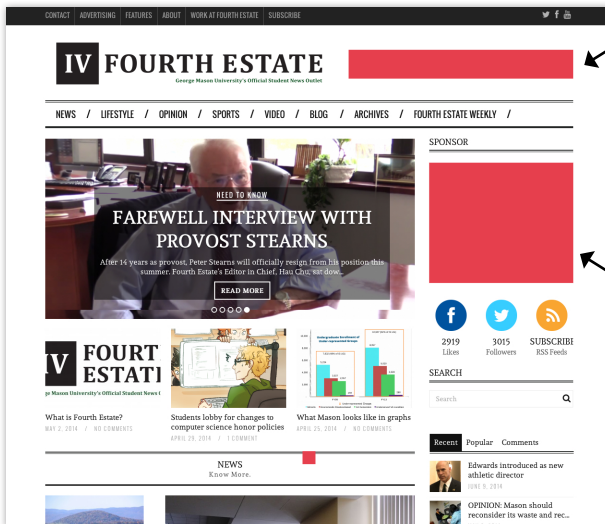


STATISTICS COURTESY OF: GMU Institutional Research and Reporting, GMU Center for Regional Analysis, shopmason.gmu.edu, relations.gmu.edu.

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. Web ads are a cost-effective way to reach Mason's students, faculty, staff, and community on a daily basis. Not sure which of web format to choose? **Bundle all three for only \$245 a week!**



FULL BANNER

Appears to the right of header (desktop only).

728x90 pixels

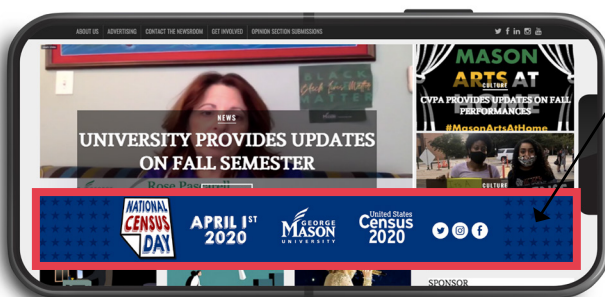
\$70/week

MEDIUM RECTANGLE

Appears in right-hand sidebar (desktop only).

300x250 pixels

\$56/week



NEW! MOBILE "SNEAKER" AD

Pops up on screen for mobile & desktop users.

728x90 pixels

\$140/week

All ads are subject to approval.

PAGE VIEWS

3,773

Weekly Average
(539 per day)

UNIQUE USERS

2,156

Weekly Average
(308 per day)

WEB AD DESIGN

DESIGN FEE:

\$75 per finished ad

The ad design process takes a minimum of one week (7 days) to create and approve before a scheduled run date.

All ads are subject to approval.

BUNDLE & SAVE \$\$\$!

Make sure your web ad reaches as many users as possible on both desktop and mobile devices.

ALL 3 ADS: \$245/week



RADIO ADS

(RUN 10x PER DAY)

30-SECOND ADS**1 WEEK MINIMUM: \$35****60-SECOND ADS****1 WEEK MINIMUM: \$49****AD DESIGN/
PRODUCTION COST**\$75 per 30 seconds
of finished advertisement*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****AD DESIGN/
PRODUCTION COST**\$75 per 30 seconds
of finished advertisement*All ads are subject to approval.***DEADLINE****All ads must be received 2 days
prior to your desired run date.****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 3,000 residents on the Fairfax campus.

CONTACT US:**PHONE**

703.993.2942

**EMAIL**sales@masonstudentmedia.com**MAIL**MS 2C5, The Hub Room 1201
4400 University Dr., Fairfax, VA 22030

NOTE: Unfortunately we are unable to offer discounts for frequency and on-campus ads at this time. We greatly appreciate your business and hope you will continue to support student journalists!