

BROADSIDE

Phone:
(703) 993-2942

Email:
displayads@
broadsideonline.com

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(703) 993-2948

Address:
Broadside
Display Ads Dept
MS 2C5, SUB 1, Room 204
4400 University Drive
Fairfax, VA 22030

*Your first source for
reaching the students,
faculty, and staff of
George Mason University.*

**We've got
you covered!**



■ Display Advertising Rates 2008-2009

Color

Full Color: \$ 350 (Multiple/Process)
Spot Color: \$ 125 (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: 11.4" x 12.5"
\$265 per 1,000 Copies
4,000 Copies min; 8,000 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

<p>Full Page 11.625"W x 20.5"H \$930.00</p> <p>Two Full Pages "Double Truck" 24.125"W x 20.500"H \$1,700.00</p>	<p>1.798"W x 5"H \$38.50</p> <p>Short 2-Column 3.764"W x 5"H Only \$40.00!</p> <p>Quarter Page 11.625"W x 5"H \$230.00</p> <p>Half Page 11.625"W x 10.187"H \$470.00</p>	<p>Eighth Page 5.729"W x 5"H \$144.00</p> <p>1/3 Tall 3.764"W x 20.5"H \$393.60</p> <p>3-Column Quarter Page 5.729"W x 10.187"H \$293.47</p>	<p>4-Column Eighth 7.694"W x 5"H \$192.00</p> <p>4-Column Half 7.694"W x 15.312"H \$587.90</p> <p>Short 2-Column 3.764"W x 5"H \$96.00</p> <p>Mid 2-Column 3.764"W x 10.187"H \$195.65</p>
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Freeform Ad Rate: \$9.60 per Column Inch | 1 Column = 1.798"

<p>5-Column 3/4 page 9.66"W x 15.312"H \$734.88</p>	<p>6-Column 3/4 page 11.625"W x 15.312"H \$881.86</p>	<p>3-Column Half Page 5.729"W x 20.5"H \$590.40</p> <p>3-Column Third Page 5.729"W x 15.312"H \$440.93</p>	<p>4-Column Third Page 7.694"W x 10.187"H \$391.30</p> <p>5-Column Half 9.66"W x 10.187"H \$489.12</p>
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- All ads may be submitted electronically or camera ready. Please contact for specific requirements.
- Ad requests and materials are due by 5pm Thursday before the weekly Monday publication date.
- Ads needing design are due by 5pm Wednesday.
- Ads may be billed or prepaid with check, cash, Visa or Mastercard.