

# BROADSIDE

**Phone:**  
(703) 993-2942

**Email:**  
displayads@  
broadsideonline.com

**Fax:**  
(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

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

**Freeform Ad Rate: \$9.60 per Column Inch | 1 Column = 1.798"**

<b>5-Column 3/4 page</b> 9.66"W x 15.312"H \$734.88	<b>6-Column 3/4 page</b> 11.625"W x 15.312"H \$881.86	<b>3-Column Half Page</b> 5.729"W x 20.5"H \$590.40  <b>3-Column Third Page</b> 5.729"W x 15.312"H \$440.93	<b>4-Column Third Page</b> 7.694"W x 10.187"H \$391.30  <b>5-Column Half</b> 9.66"W x 10.187"H \$489.12
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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.