



CONNECT2MASON.com

George Mason University

Office of Student Media
Advertising Department
4400 University Drive
MS 2C5
Fairfax, VA 22030
(703) 993-2950
ads@connect2mason.com

Advertising Options

Graphics

Site-Wide 468x60 pixel Banner

- *3 months: \$675
- *1 month: \$270
- *1 week: \$75

Site-Wide 300x250 pixel Ad

- *3 months: \$630
- *1 month: \$252
- *1 week: \$70

Site-Wide 180x150 pixel Ad

- *3 months: \$225
- *1 month: \$90
- *1 week: \$25

Site-Wide 125x125 pixel Ad

- *3 months: \$144
- *1 month: \$57.60
- *1 week: \$16

300x250 pixels

180x150 pixels

125x125 pixels

468x60 pixels

Video

15 second lead-in ad: \$50

Podcasts

15 second ad read by host: \$10

Classifieds

30 ¢ per word
(ad is posted for one week)

Quick Facts

- Over 36,000 people are in our target audience
- The site gets approx. 1 hit per week for every 20 people in our target audience
- C2M is launching a large PR campaign

Discounts

- Mason Depts.: 10%
 - Student Groups: 20%
- Classified Discounts:**
- 4-7 runs: 10%
 - 8-11 runs: 15%
 - 12+ runs: 20%

Steps to Placing an Ad

- 1 Email text ads, burn podcast or video commercials on a CD, or have us design it
- 2 Complete the Advertising Order Form
- 3 Expect a call or email from an ad rep to discuss the total cost and collect the required payment



Order Form

Information

Company _____ Contact Person _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____ Email _____

Video/Podcast Ads

15 second lead-in ad: (\$50)

15 second ad read by host (\$10)

Classified Ads

(30 ¢ per word) _____ # of words _____ # of weeks _____

Graphic Ads

	1 week	1 month	3 months
<input type="checkbox"/> Site-Wide 468x60 pixel Banner	(\$75)	(\$270)	(\$675)
<input type="checkbox"/> Site-Wide 300x250 pixel Ad	(\$75)	(\$252)	(\$630)
<input type="checkbox"/> Site-Wide 180x150 pixel Ad	(\$25)	(\$90)	(\$225)
<input type="checkbox"/> Site-Wide 125x125 pixel Ad	(\$16)	(\$57.60)	(\$144)

Services

- Production of 15 sec. video ad: \$75
- Graphic ad design: \$50

Payment Information

- Check
- Master Card
- Visa
- Org. # _____

Credit Card # _____

Exp. Date _____ CCV _____

Billing Address _____

City _____ State _____ Zip Code _____

Card Holder's Name _____

Card Holder's Signature _____

Discounts

- Mason Department: 10%
- Student Organization: 20%
- Classified Ad 4-7 weeks: 10%
- Classified Ad 8-11 weeks: 15%
- Classified Ad 12+ weeks: 20%

\$ _____ **Total**