

Phone:
(703) 993-2942

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ads@
connect2mason.com

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(703) 993-2948

Address:
C2M Ads Dept
MS 2C5, SUB II, Room 1201
4400 University Drive
Fairfax, VA 22030

Connect2Mason is George Mason University's award-winning student-run convergence and news website. Easily accessible on both mobile and standard devices, Connect2Mason provides relevant information to students, faculty, alumni and the greater Mason community.



■ C2M Advertising Rates 2012-2013

Banner Ads - Run of Site

During the last academic year, Connect2Mason averaged over 620 page views per day, with over 200 unique visitors.

Full Banner (468x60)

Placed in the top, right of the header

\$98/week

Medium Rectangle (300x250)

Placed in the right sidebar

Above the fold (except on front page)*:

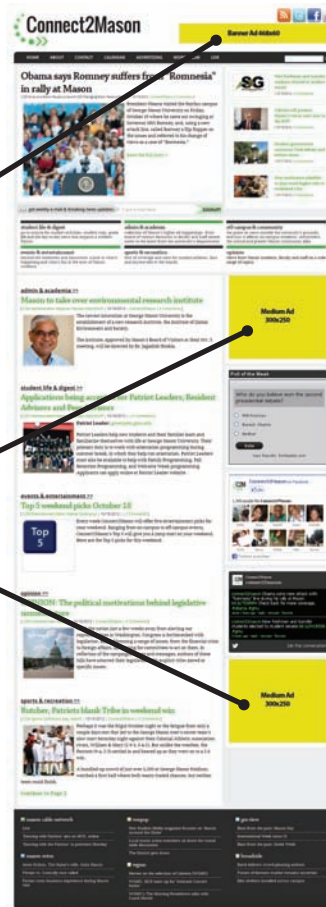
\$84/week

Below the fold:

\$70/week

Design: \$50

* Where marked ads listed as "above the fold" do not appear so on the front page. However almost 84% of traffic to connect2mason.com comes in on to pages other than the front page.



Live Video Ad Prices

Pre-Roll Ads: \$15

Twitter Ads <http://twitter.com/connect2mason>

@Connect2Mason has over 2,000 followers and, according to Klout.com, shows up in the streams of 502 people daily.

\$20/tweet

Discounts

Frequency

4-7 weeks:	10%
8-11 weeks:	15%
12+ weeks:	20%

Other

Summer Discount:	50%
On Campus Depts:	25%
Student Organizations:	50%

■ Deadline, Format and Payment

- Ads are due two business days prior to the start date of your ad.
- Ad materials must be submitted electronically via email to ads@connect2mason.com.
- Ads may be billed or prepaid with check, cash, Visa or Mastercard.