

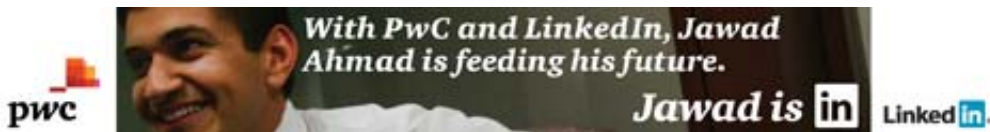


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# THE MIRROR

Advertisement



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## Advertising

### Ad Rate, Publication Schedule – 2009/2010

**\*\*Color print advertising space is limited. Placements are made on a first come first serve basis, call for availability.**

#### Specs:

- Full Page (10" x 16")
- Half Page (10"x8", 5"x15")
- Quarter-Page (5"x8", 2.5"x16", 10"x4")

- Eight Page (5"x4", 10"x2", 2.5"x8")

### Discounts:

- Pre-Paid Discount – 15.00%
- Volume Discount
  - 3+ Issues – 10% off
  - 7+ Issues – 15% off
  - 12+ Issues – 20% off
  - 18+ Issues – 30% off!

Please direct all advertising inquiries to our email ([advertising@fairfieldmirror.com](mailto:advertising@fairfieldmirror.com)).

If you need immediate assistance, please contact Dan Leitao (Managing Director, 201.984.6115) or Alexa Fattore (Chief Marketing Officer, 401.320.9505).

### FairfieldMirror.com – Advertising Rates

	National	Local	On-Campus/NPO
Top Banner/Headline	\$100	\$50	\$50
Side Button	\$75	\$25	\$25
Lower Button	\$75	\$25	\$25

### About Mirror Online:

- Roughly 10,000 visitors on a semester basis
- Interactive, revamped design – based on our new partnership with CoPress – set to debut in September 2009
- ‘eMirror’ PDF feature makes reading the print online easier – and more convenient – than ever!
- Groundbreaking Fairfield Men’s and Women’s Basketball coverage (including innovative ‘Cover It Live’ and ‘uStream’ technologies) on our ‘Mirror Sports Blog’ in November
- An ideal medium to stay in touch with Fairfield residents and alumni

### Specs:

- Top Banner (468 pixels wide x 60 pixels tall)
- Side Button (300 pixels wide x 250 pixels tall)
- Lower Button (125 pixels tall x 125 pixels tall)

The above rates are weekly rates. However, ‘The Mirror’ stresses the importance of consistency in our online appearance and, as a result, requests that all online ad inquiries be placed in a monthly format.

Discounts are applicable if the prospective advertiser purchases ad space in print and will be treated on a case-by-case basis.

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