

August							September							October							November						
1	2	3	4	5	6	7				1	2	3	4					1	2			1	2	3	4	5	6
8	9	10	11	12	13	14	5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13
15	16	17	18	19	20	21	12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20
22	23	24	25	26	27	28	19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27
29	30	31					26	27	28	29	30			24	25	26	27	28	29	30	28	29	30				
														31													
December							January							February							March						
					1	2							1			1	2	3	4	5			1	2	3	4	5
5	6	7	8	9	10	11	2	3	4	5	6	7	8	6	7	8	9	10	11	12	6	7	8	9	10	11	12
12	13	14	15	16	17	18	9	10	11	12	13	14	15	13	14	15	16	17	18	19	13	14	15	16	17	18	19
19	20	21	22	23	24	25	16	17	18	19	20	21	22	20	21	22	23	24	25	26	20	21	22	23	24	25	26
26	27	28	29	30	31		23	24	25	26	27	28	29	27	28						27	28	29	30	31		
							30	31																			
April							<div><div></div>Regular issue dates</div> <div><div></div>Special Sections: 9/2 Football 9/30 Family Weekend 10/11 Homecoming 11/18 Off-Campus Life 2/24 Best of the Burg 4/28 Graduation</div>							Camera-ready ads must be submitted by: Monday's Issue: Thursday, 3 p.m. Thursday's Issue: Monday, 3 p.m. <i>Special section deadlines are one week prior to the section's publication date, except Homecoming, which is Sept. 23.</i>							DEADLINES						
					1	2																					
3	4	5	6	7	8	9																					
10	11	12	13	14	15	16																					
17	18	19	20	21	22	23																					
24	25	26	27	28	29	30																					

ADVERTISINGPOLICIES

Digital files should be submitted in PDF files, formatted so fonts and images are correctly embedded. We support Adobe programs such as InDesign, Photoshop, and Illustrator. Files submitted in other formats may be subject to design fees. Color ads must be in CMYK format, and images must be 200 DPI at actual print size. Ads submitted at the wrong size may be adjusted to fit. We are not responsible for quality of artwork submitted with low DPI or at incorrect sizes. For any questions or concerns, contact The Breeze at (540) 568-6127.

CLASSIFIEDRATES

Get two for the price of one with your Online Classified Web site! Your classified ad will appear online and in print. Visit our Web site to place your ad today. It's easy. Just type your ad as you would like it to appear, choose dates to run and submit payment withcredit card.

Go to www.BreezeJMU.org and click on the Classified link. If you have never used this site before, you will be asked to register.

Get more options online. Upload photos with your classified advertisement, add a link to your Web site or map to your address.

ORDERS

No classified ads will be taken over the phone. Please visit our Web site to place ads. To pay with cash or check, visit us in Anthony-Seeger 8 a.m. to 4 p.m. Monday through Friday.

PAYMENTS

All classified ads must be prepaid online or at The Breeze office by cash, check, Mastercard, Visa, Discover or American Express. No refunds once ad is scheduled.

2010 - 2011

ABOUT THE BREEZE

The Breeze is the only newspaper in Harrisonburg and Rockingham County that focuses exclusively on the students, faculty and staff of James Madison University. The newspaper reaches the 17,000 students and 2,000-plus faculty and staff of JMU, a vibrant and growing university in the heart of Virginia's Shenandoah Valley.

The Breeze is a student-run newspaper that employs several dozen student editors and advertising staff members. Numerous reporters, photographers and artists also make up the staff. A permanent staff also works at The Breeze, helping students to run the organization in a professional manner.

The Breeze is published twice a week, on Mondays and Thursdays, throughout the school year, which runs from the end of August until the beginning of May. Some 9,500 copies are distributed on campus and in the community.

The Breeze

Serving James Madison University Since 1922

THE BREEZE ADVERTISING GUIDE



The Breeze

821 S. Main Street
Anthony-Seeger Hall G1
MSC 6805
Harrisonburg, VA 22807
(540) 568-6127 Fax (540) 568-7889
E-mail: thebreezeads@gmail.com

www.BreezeJMU.org

THE BREEZE

PUBLISHED: Mondays and Thursdays from August to May

CIRCULATION: 9,500

DISTRIBUTION POINTS: More than 80 on and off campus.

WHY ADVERTISE WITH THE BREEZE?



1

Reach Students: JMU enrolls more than 17,000 students, and they make up more than 40 percent of the population of Harrisonburg. Advertising in The Breeze is the most effective way to reach these highly-sought-after consumers.

2

Tap into Student Spending: JMU research shows that students spend more than \$100 million in Harrisonburg and Rockingham County. That same study found that students spent \$1.6 million alone using their Flex card, a debit account tied to their student ID. Tap into that disposable income with Breeze advertising.

3

Reach Faculty and Staff: As one of the largest employers in Harrisonburg and Rockingham County, JMU employs more than 2,300 faculty, staff and administrators.

PRINT RATES

Broadsheet Specs

10.548" wide by 21" deep

Tabloid Specs

10" wide by 10.5" deep

Local Open Rate: \$8.75

On-Campus Organizations: \$7.95

Contract Rates:

90-159 column inches	\$8.20/column inch
160-299 column inches	\$7.70/column inch
300-474 column inches	\$7.40/column inch
465-699 column inches	\$7.15/column inch
700-999 column inches	\$6.90/column inch
1,000+ column inches	\$6.40/column inch

Color

1 Color	\$80
2 Color	\$160
Full Color	\$300

Inserts

(Minimum 6,000 Maximum 9,500)
\$75/thousand

SPECIAL SECTIONS

Football Preview (Sep 2)

Family Weekend (Sep 30)

Homecoming (Oct 11)

Off-Campus Living (Nov 18)

Best of the Burg (Feb 24)

Graduation (Apr 28)

Madison 101 (May 2010)

(Madison 101 prices to be determined)

Special Section deadlines are one week prior to publication date listed, except Homecoming, which is Sep 23.

TABLOID PRICES

Full Page \$665

10" wide x 10.5" tall

1/4 Page Vertical \$185

4.92" wide x 5" tall

1/8 Page Horizontal \$99

4.92" wide x 2.5" tall

1/2 Page Vertical \$345

4.92" wide x 10.5" tall

1/4 Page Horizontal \$185

10" wide x 2.5" tall

Color Charges

same as regular issues

1/2 Page Horizontal \$345

10" wide x 5" tall

1/8 Page Vertical \$99

2.38" wide x 5" tall

ONLINE ADS

Video Ads: Inquire about our video options

Tile Ad

723 x 256 pixels

1 Month: \$250

Semester: \$500

Regular Banner Ad

786 x 92 pixels

1 Month: \$325

Semester: \$775

Front Page Flag Ad

2 ads, 262 x 92 Pixels Each

1 Month: \$600

Semester: \$1500



Six
Columns
11.625"

Five
Columns
9.667"

Four
Columns
7.708"

Three
Columns
5.75"

Two
Columns
3.792"

One
Column
1.833"