

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.

CLASSIFIEDREPORTS

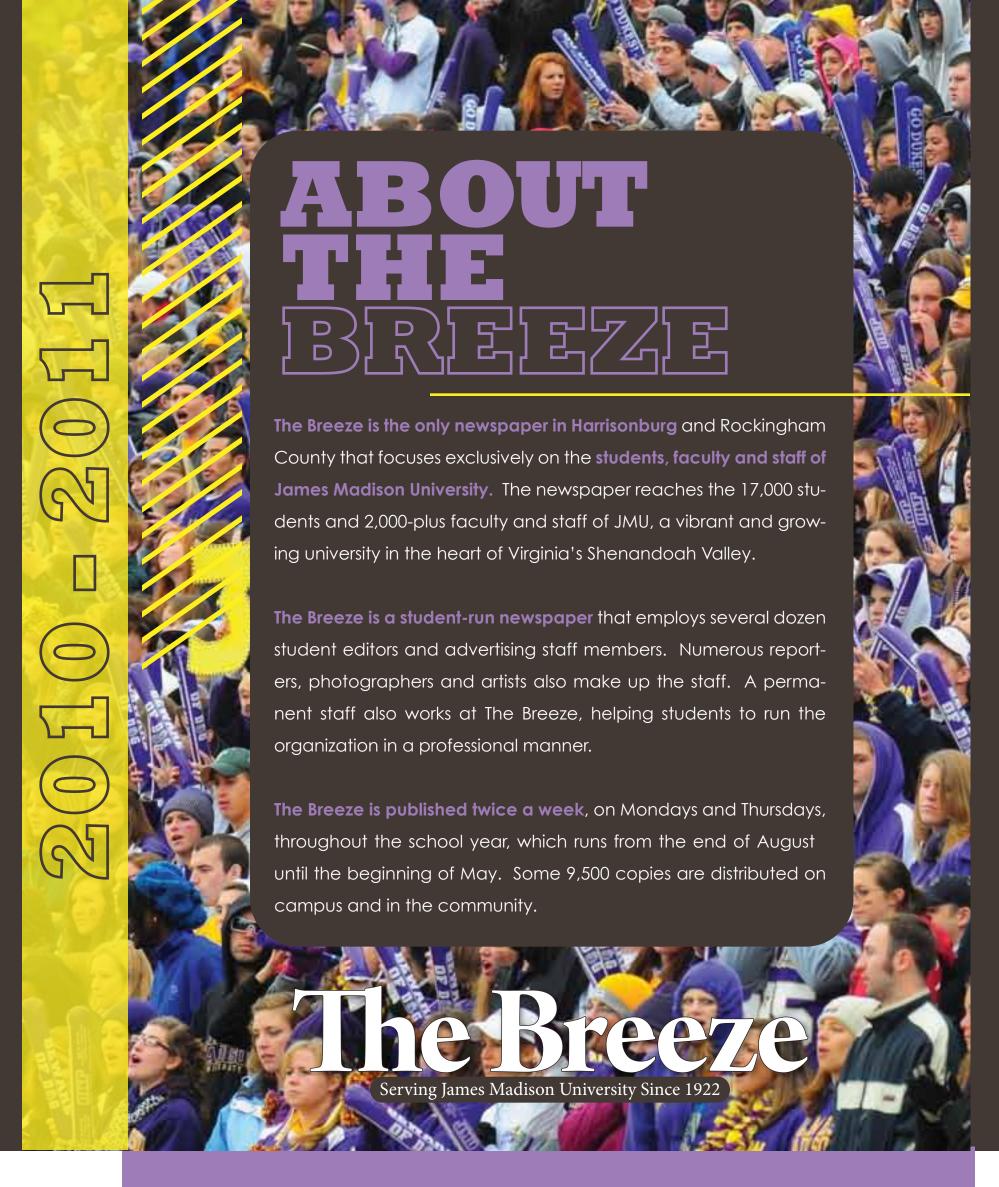
Get two for the price of one with your Online Classified Web site! Your classified ad will appear online and in print. Visit our Web site to place your ad today. It's easy. Just type your ad as you would like it to appear, choose dates to run and submit payment withcredit card.

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.

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.

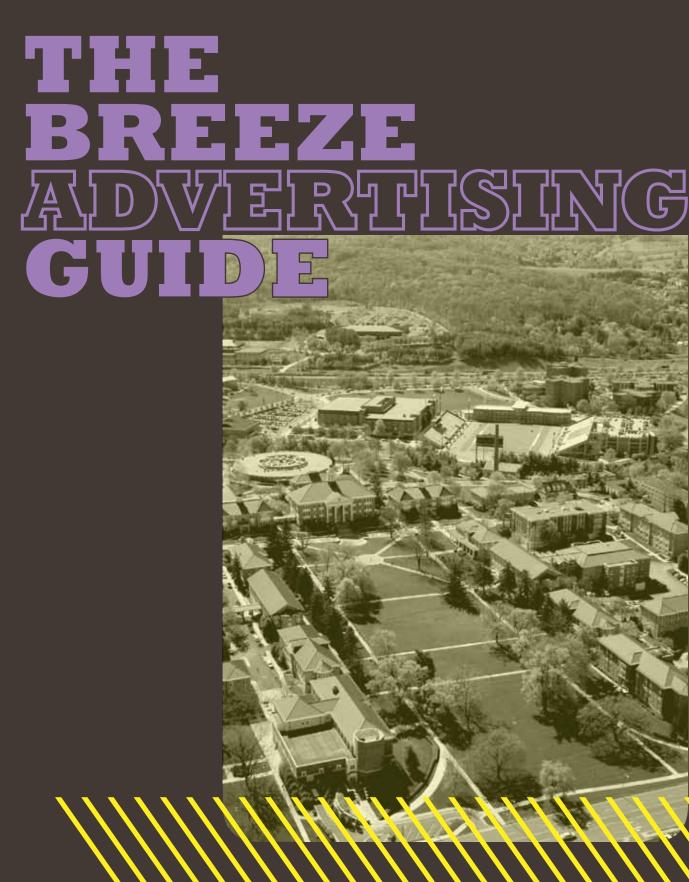
All classified ads must be prepaid online or at The Breeze office by cash, check, Mastercard, Visa, Discover or American Express. No refunds once ad is scheduled.



(540) 568-6127 Fax (540) 568-7889 E-mail: thebreezeads@gmail.com

Harrisonburg, VA 22807 Anthony-Seeger Hall G1 MSC 6805 827 5. Main Street

www.BreezeJMU.org



FACTS

PUBLISHED: Mondays and Thursdays from August to May

CIRCULATION: 9,500

DISTRIBUTION POINTS: More than 80 on and off campus.

WHY ADVERTISE



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 highlysought-after consumers.

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 advertis-

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

PRINTRATES

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

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

SPECIAL SECTIONS

Football Preview (Sep 2) Family Weekend (Sep 30) Homecoming (Oct 11) Off-Campus Living (Nov18)

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.

TABLOIDPRICES

10" wide x 5" tall

1/8 Page Horizontal \$99 4.92" wide x 2.5" tall

1/4 Page Horizontal \$185 Color Charges 10" wide x 2.5" tall same as regular issues

1/4 Page Vertical \$185 4.92" wide x 5" tall Full Page \$665 10" wide x 10.5" tall 1/2 Page Vertical \$345 4.92" wide x 10.5" tall

1/2 Page Horizontal \$345 1/8 Page Vertical \$99 2.38" wide x 5" tall

ONLINEADS

Video Ads: Inquire about our video options



723 x 256 pixels Semester: \$500

Regular Banner Ad 786 x 92 pixels 1 Month: \$325 Semester: \$775

2 ads, 262 x 92 Pixels Each 1 Month: \$600 Semester: \$1500

