

+ **CAMPUS** ADVERTISING

Danielle Janke  
Account Supervisor

305.358.8868 ext. 702  
danielle@mssmedia.com

MSSmedia is the leading provider of outdoor & mobile advertising solutions on college and university campuses in the nation. We provide clients with the best place-based advertising opportunities on campus and a proprietary mobile advertising platform to successfully amplify the results of your campus campaign.



## OUTDOOR CAMPUS ADVERTISING

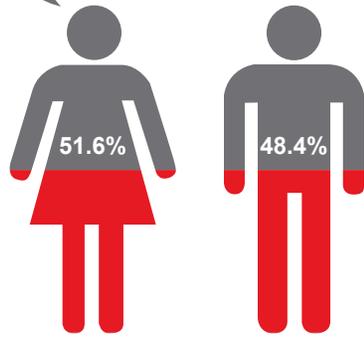
- Bus Shelters
- Bike Shelters
- Information Kiosks
- Newspaper Kiosks
- Transit Card Advertising
- Wall Panel Displays

## CAMPUS MOBILE ADVERTISING

- In-App Mobile
- Geofencing Technology

"The companies who enter the college market early on and maintain a presence there will not only benefit in the short term, but they will also ensure the payoff on that 'investment' after the students graduate."

-Stuart Himmelfarb, President of CollegeTrack, Inc.

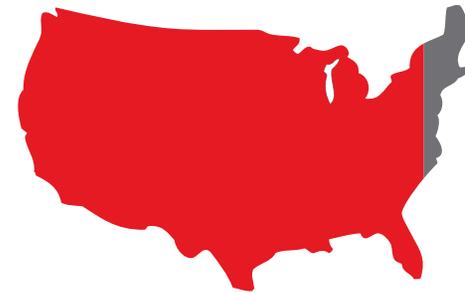


### STUDENT BODY

50% male  
50 female

5% greek male  
8% greek female

47% have cars on campus  
23 is the average age



Location: Fairfax, VA  
School Type: Large, 4-year, Public University

### STUDENT STATISTICS

80% in-state  
20% out-of-state

### TUITION

\$12,564 in-state  
\$36,024 out-of-State



# OF STUDENTS  
LIVING ON CAMPUS

6,200



AVERAGE YEARLY  
STUDENT EXPENDITURE

\$19,779

### MEDIA FIGURES

Daily Impressions 34,650  
# Bike Shelters 10

"BICYCLE  
FRIENDLY  
UNIVERSITY"



Panel Size  
4' Wide x 6' High

### ETHNICITY

42% Caucasian  
11% Black  
17% Asian  
13% Hispanic



**Patriots**  
NCAA Division I  
A-10 Conference



UNDERGRADUATES  
**26,192**

GRADUATES  
**11,124**

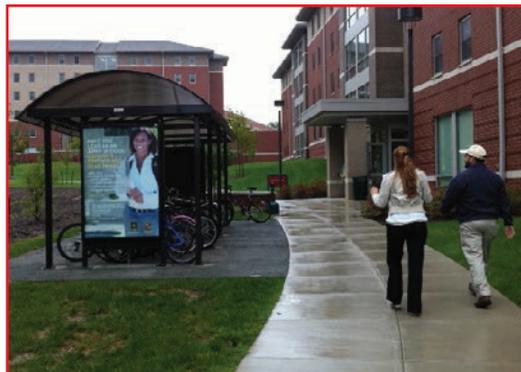
FACULTY/STAFF  
**9,718**



**396**  
STUDENT  
ORGANIZATIONS

"When times are good, you should advertise. When times are bad, you must advertise."

-American Business Media



## RATES (per panel)

TERM	COST
4 Weeks	\$650
Annually	\$6,000

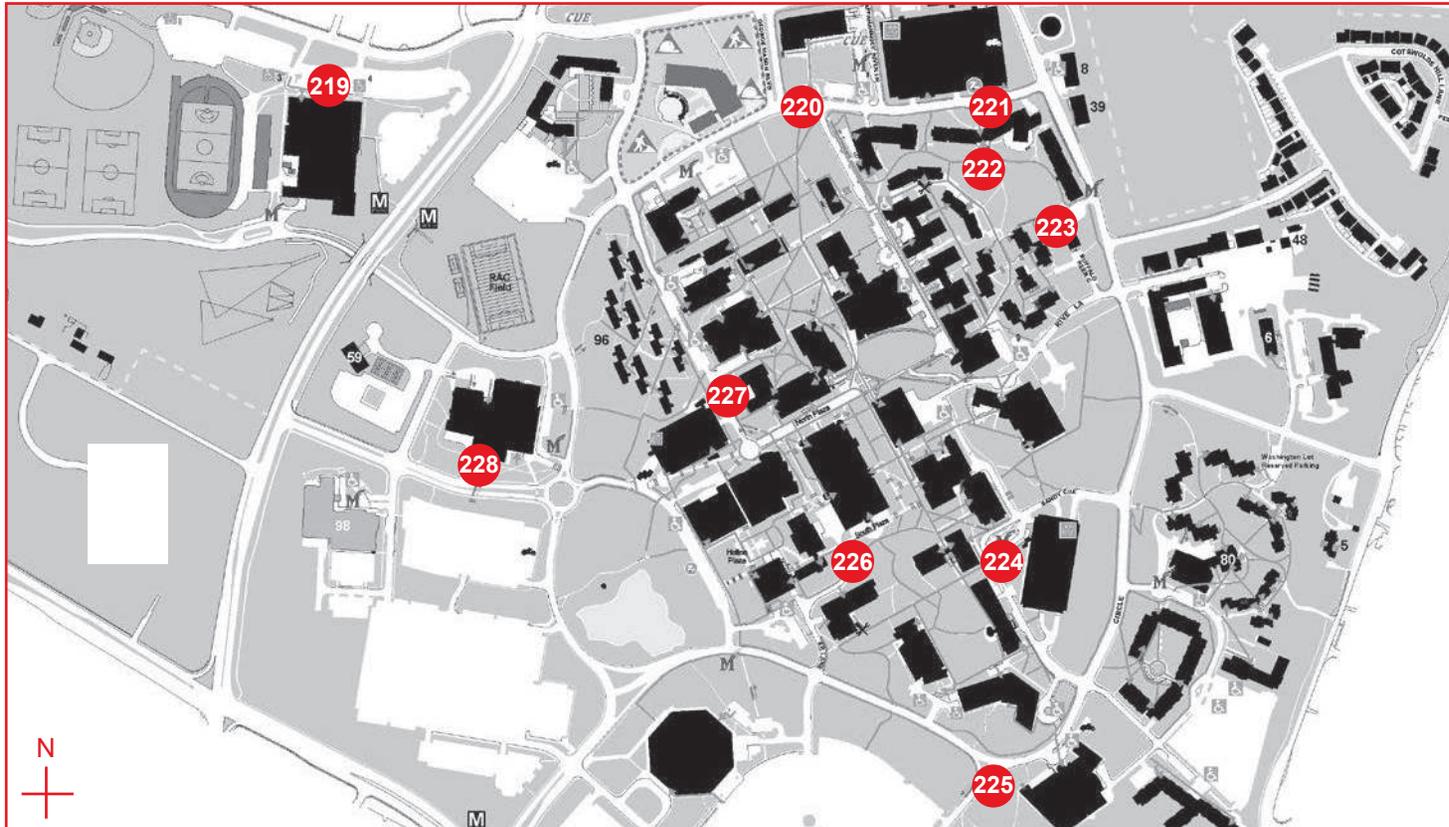
\* Poster Printing fee is \$150/poster

## INFORMATION

- Advertisement panels are 4' wide x 6' high
- Full-color advertisements
- Poster change out option, \$20/change
- Free artwork creation for all annual packages purchased\*
- All Campaigns Include:
  - Installation
  - Reserved Panel Space
  - Proof of Performance Image(s)
  - Poster Protection when printed through MSSmedia
  - Personal Account Representative

\* Please allow 15 business days for production and installation.

\* Artwork creation includes 1 design with 2 edits.



Campus map - [gmu.edu](http://gmu.edu)

## Bike Shelter Location

- 219 Field House, University Drive, Athletics Fields
- 220 Starbucks 24/7, University Hall, Retail
- 221 Hampton Roads Dorm (across from largest parking deck with high foot traffic)
- 222 Pilot House Dining Facility (4AM), Hampton Roads Dorm
- 223 Eastern Shore Dorm, Off of Patriot Circle
- 224 Shenandoah Parking Garage, Science & Tech, Parking Office, Transit Hub
- 225 Aquatics Center, Fitness Center
- 226 Mattaponi River Ln., Innovation Hall
- 227 Mason Pond Parking Deck, Johnson Center Circle, GM Statue, Concert Hall
- 228 RAC, Mason Pond Drive, Mason Inn Hotel

## ADVERTISING SERVICES

MSSmedia shall install the advertising displays furnished by the Advertiser on the locations and dates scheduled on the face of the contract unless otherwise specified. MSSmedia will not be held liable for artwork and/or posters not received prior to scheduled posting date due to delays from the Advertiser.

## ADVERTISING DISPLAY MATERIALS AND PRODUCTION

(If you will be printing, please follow our print specs and make sure we receive the poster(s) on time.)

- A. If you are printing your own posters, make sure they are delivered to the given on-campus address at least 3 days prior to campaign start.
- B. If we are printing your posters, make sure we receive the artwork at least 15 business days prior to campaign start.
- C. Optional basic ad design is available for \$500. This flat fee will provide the advertiser with 3 designs to choose from. Additional changes requested by the Advertiser will be billed at \$50/hr.
- D. Any advertising display material (used or unused) will be disposed of upon completion of the schedule called for in the contract.
- E. MSSmedia will not be held liable for any advertising display material that has not been printed by MSSmedia. (If you decide not to use us to print your posters and they don't fit our advertising panels or they get wrinkled, MSSmedia is not liable.)
- F. MSSmedia and the University that controls the display locations shall have the right to reject any advertising material submitted by the Advertiser.

## TERMS OF PAYMENT

- A. Invoices will be sent via e-mail monthly on the 1st of each month. Payment terms are Net 10.
- B. All rates and adjustments shall be computed on the basis of 30 days to the month.
- C. A 2.5% monthly fee will be charged on past due invoices. The Advertiser must pay any and all collection costs. There is a \$25.00 fee for returned checks.

George Mason University

*Fairfax, VA*

**MSSmedia**   
1200 Brickell Ave, Suite 1220, Miami, FL 33131 | Tel: 305.358.8868 | Fax: 866.853.3908  
[www.MSSmedia.com](http://www.MSSmedia.com)