

The Office of Student Media Presents...

the

HUNT



WHAT?

This Welcome Week, the Office of Student Media at George Mason University will present The Hunt- an interactive, puzzle-fueled scavenger hunt between students, faculty, and staff. While this event is a great way for students to get to know the campus and each other while competing for a grand prize, it is also a prime opportunity for you to get word of YOUR business out to large masses through valued advertising opportunities.

WHY?

Students new to campus and the Fairfax area familiarize themselves with the best places in town at Welcome Week. The influx of new students creates a bold and competitive new market for businesses. Don't miss out on this opportunity to expand your business!

WHO?

The Office of Student Media is George Mason University's home for all print, radio, television, and internet organizations. For more information about us, visit <http://studentmedia.gmu.edu> or follow us on Twitter (@GMUStudentMedia) or Facebook (facebook.com/gmustudentmedia).

You Could be Featured



Hunt Spots: A limited number of lucky businesses can have a clue at THEIR location! Bring in the customers and join in the fun through this great interactive feature!



Booklets: Every participant gets a booklet that they will be scouring for clues- and you could be featured! PDF versions of the booklet will also be printed on The Hunt's official website.



Map Sponsorships: Get an ad on the map that will end up in every single participant's hand!



Website Ads: Want an online advertisement? Banner and display ads are available for not only Connect2Mason but also The Hunt's own website!



Twitter: Imaging YOUR message and website link being tweeted to over 3,000 followers twice a week for an entire month! Choose between the Student Media-run @FairfaxVA News account and C2M's @Connect2Mason Twitter homepage.

Want more about the Office of Student Media and the Hunt?

welcomeweek.gmu.edu

studentmedia.gmu.edu

thehunt.connect2mason.com

[@gmuthehunt](https://twitter.com/gmuthehunt)

facebook.com/gmuthehunt

Want to Get Involved? Start your Purchase

PACKAGES

Gold (Only one available) - \$5,000

- **EXCLUSIVE:** Sole sponsorship of T-Shirt
- **EXCLUSIVE:** Headline ad on The Hunt website
- **EXCLUSIVE:** Sole sponsor of the Word Scramble
- Hunt Spot
- Full-page ad in The Hunt booklet
- Sponsorship on The Hunt Map
- Puzzle Piece
- Solution Sheet Ad
- Your brand will be a part of The Hunt's video ad
- Full Connect2Mason site sponsorship for a month (Banner ad: 468x60 pixels, Medium ad: 300x250)
- Full page ad in Broadside (10.25"W x 11"H)
- 30-second ad on WGMU Radio for one month, playing on any show of your choice
- Two tweets per week for one month from the popular @connect2mason and @fairfaxvanews Twitter accounts

Silver (Only six available) - \$2,500

- 1/4-page ad in The Hunt booklet
- Sponsorship on The Hunt map
- Medium ad on The Hunt website
- Puzzle Piece
- Your brand will be a part of The Hunt's video ad
- Medium ad (300x250 pixels) rotating on Connect2Mason for a month
- 1/4-page ad in Broadside (5.062"W x 5.19"H)
- 15-second ad on WGMU Radio for one month, playing on any show of your choice

Bronze (Unlimited available) - \$1,250

- 1/8-page ad in The Hunt booklet
- Medium ad (300x250 pixels) rotating on Connect2Mason for a month
- 1/8-page ad in Broadside (5.062"W x 2.53"H)
- 15-second ad on WGMU Radio for one month

SINGLE OPTIONS

Don't want a package, but still want to be Involved?
Check out our **Standalone Items...**

Hunt Spot (limited)

- \$750

Booklet

- Double Truck (21.25" x 11"H) - \$1,550
- Full Page (10.25"W x 11"H) - \$950
- Half Page (10.25"W x 5.19"H) - \$475
- Quarter Page (10.25"W x 2.53"H) - \$250
- Eighth Page (5.062"W x 2.53"H) - \$150

Hunt Website Ads

- Leaderboard in Footer (728x90 pixels) - \$300
- Button Ads (120x90 pixels) - \$50

Solution Sheet Ads (6 available)

- One Ad- \$300

Puzzle Piece (limited)

- Your Brand on a Clue- \$400

AD DEADLINES

- All ad requests and materials are due by **5pm on August 23, 2012**
- All materials for ads that need design are due by **5pm on August 20, 2012**
- Ads may be billed or prepaid with check, cash, Visa or Mastercard

CONTACT

To order, download and complete the order form at thehunt.connect2mason.com or contact us at:

displayads@broadsideonline.com

Phone: (703)993.2942 Fax: (703)993.2948

Student organizations
receive 50% off and
University offices
receive 20% off

10% discount on
standalone items
for anyone who
buys a package

