The Breeze Basics

- Harrisonburg, Virginia
  - Washington D.C. ADI

- Published Mondays and Thursday by The Northern Virginia Daily
  - An ABC audited and certified newspaper

- Distributed 26 weeks of the year
  - End of August to End of April

- Affiliated with James Madison University
Distribution Details

- Circulation: **9,500**

- Distribution Points: Over 80
  - On JMU Campus
  - Off Campus

- Target Audience is **18,500 students 18-24 years old**

- Over **$500,000** in local ad revenue in 2008-2009
More About the Product…

- **Special Sections**
  - Football Guide
    - Alumni and fans
  - Apartment and Off Campus Life Guide
    - Freshmen and all other students
  - Family Weekend
    - Visiting families, alumni, and mostly freshman
  - Homecoming Weekend
    - Parents, Alumni, and STUDENTS
  - Best of the ‘Burg
    - All students, long shelf life
  - Graduation
    - Parents and students

- **Madison 101**
...and how frequently it is read

93% of JMU students have read The Breeze in the last month.

82% of all students, regardless of newspaper frequency, have read their campus newspaper in the last three months.

Source: AM+M College Newspaper Audience Study conducted by MORI Research
Students DO read the ads in *The Breeze*...

Nearly 75% of students read the advertisements in their school newspaper.

- **Look at Ads 69%**
- **Look at Ads Only When Planning to Shop 4%**
- **Never Look at Ads 27%**

*Of those students who have read their campus paper in the last 30 days.

Source: AM+M 2008 College newspaper audience study conducted by MORI research
...and so do the professors.

Nearly 65% of faculty members read the advertisements in their school newspaper.

*Of those students who have read their campus paper in the last 30 days.
Source: AM+M 2008 College newspaper audience study conducted by MORI research
Why reach a “student” audience?

- More than 60% of JMU students live **off campus** after their freshman year

- Remember, college students are young adults between the age of **18 and 24**

- Unformed buying habits

- **Unduplicated** Audience...
We don’t read the other Harrisonburg newspaper…

Newspapers Read Daily by Students

Source: AM+M 2008 College newspaper audience study conducted by MORI research
The Market

- **100 Million** Dollar Market!
  - Spent annually in Harrisonburg and Rockingham County by readers

- Average Faculty Salary: $67,606/Yr.

- Average Student Spending: $4,500/yr. (8 month academic year)
How YOU can reach this market…

- **Proposal A:** Add 10,000 preprints weekly (26 weeks)
  - At a cost of $35 cpm = $350 net each drop

- **Proposal B:** Shift quantities from other media into the Breeze zip codes to cover the 10,000.
  - Spending before the shift: $600 net each drop
    - Average cost of 12 page preprint ($60 cpm)
  - Spending after the shift: $350 net each drop
    - Cost of any size preprint in The Breeze ($35 cpm)

- You will only need to alter your buy by 6,000 units in order to attain the 10,000 units in the Breeze.
  - Save $250 net each drop AND reach a larger number of people who are more likely to buy
Advertise with *The Breeze*

And reach...

- An **unduplicated** audience
- **18,500** young adults with **disposable income**
- JMU **faculty**, staff, parents, alumni
- A **$100 million market**

...before your competitors do!
2010 NSA Preprint Proposal