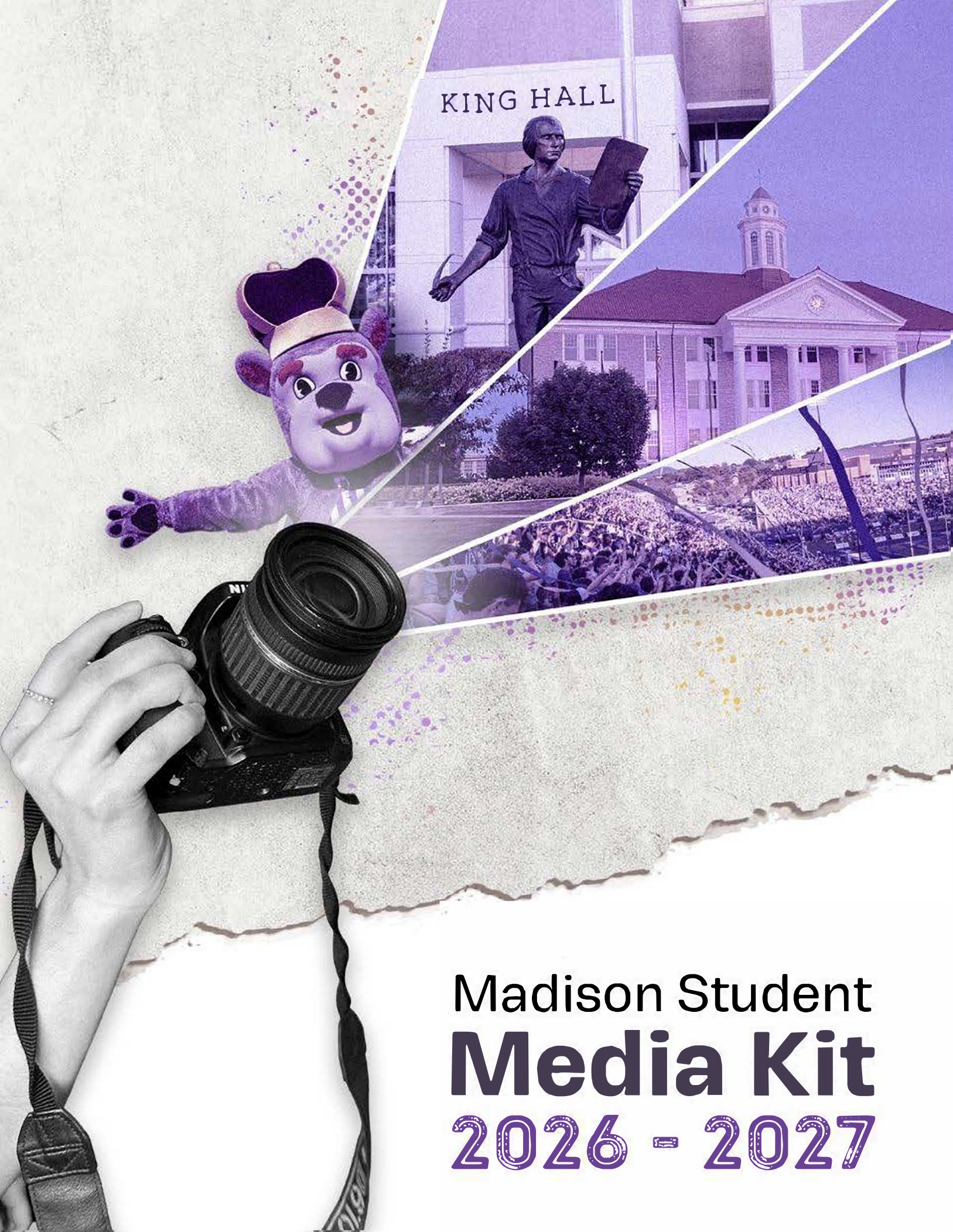




KING HALL

Madison Student
Media Kit
2026 - 2027

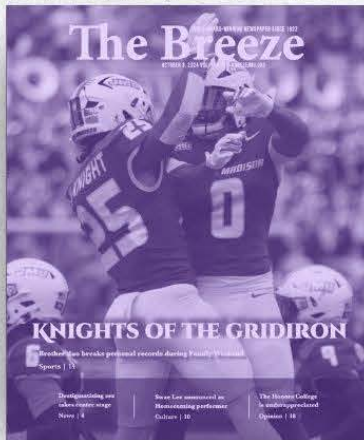
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- 08-** Street Team
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About Us

The Breeze is JMU's premier multimedia journalism and advertising network, connecting you to over 30,000 students, staff, and faculty. Recognized on both a state and national level, here is what we produce:



Madison 101

With over 4,000+ freshman and transfer students coming to JMU each year, this guide helps ease the transition for all new students. It's a guide to JMU for students, by students.

Breeze TV

The Breeze's premier weekly newscast, featuring JMU and Harrisonburg news throughout the academic year.

The Breeze Print

JMU's weekly print newspaper, named as one of the best in the state and in the nation. The Breeze is free, and available at over 100 locations both on and off campus.



Social Media

The Breeze has over 20,000 followers across all social media platforms (Instagram, Facebook, YouTube, and X). The Breeze posts daily updates during the semester to keep our audience updated on JMU news. We also post weekly advertisements via our advertising staff.



Specialty Publications

Each year, The Breeze produces multiple specialty publications. These high-readership special editions focus on aspects of student life, such as Family Weekend, JMU Homecoming, and sports.

Email Newsletter

Our twice-weekly email newsletter delivers Breeze headlines directly to readers' inboxes. The newsletter features all of the Breeze news as well as links to our website.

Breeze Online

A dynamic website, garnering over 1.5 million annual views. The site features breaking news, videos, and other exclusive content from both Breeze TV and print.



Student Demographics

21,358

undergraduate students



4,900

freshmen



885

transfers



57%

female



43%

male

91%

first-year retention rate

68%

of students live on campus



74%

of students are in-state

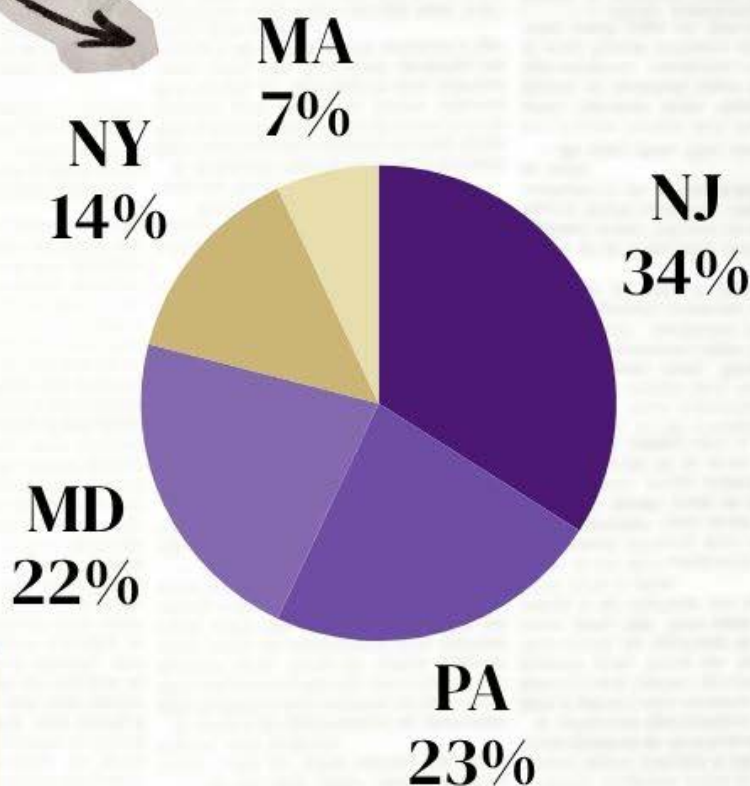


26%

of students are out-of-state

Top 5 States

represented by out-of-state students



Multimedia Snapshots

The Breeze has **over 22,000** readers, including students, faculty and staff

76%

of the JMU community reads The Breeze each week

81%

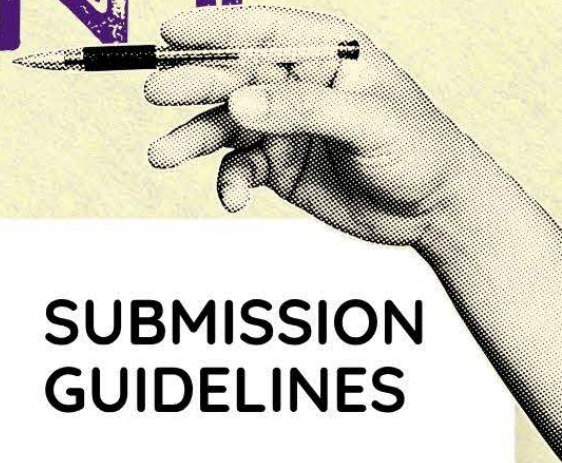
of the JMU community gets their local news from The Breeze

25%

of students engage with The Breeze through social media

The Breeze PRINT

SIZE OPTIONS & PRICES PER PAGE



**THREE
QUARTERS**
7.47" X 12.5"
\$1,075

**QUARTER
VERTICAL**
2.35" X 12.5"
\$375

FULL
10" X 12.5"
\$1,175

**HALF
HORIZONTAL**
10" X 6.17"
\$875

QUARTER
4.87" X 6.17"
\$375

EIGHTH
4.87" X 3.02"
\$275

**HALF
VERTICAL**
4.87" X 12.5"
\$875

SUBMISSION GUIDELINES

WHAT IS THE PREFERRED FILE FORMAT FOR AD SUBMISSIONS?

PDF. The Breeze prefers that camera-ready ads be submitted as PDF files with all fonts embedded. Artwork should be created in CMYK color or greyscale.

HOW SHOULD I EXPORT MY PICTURES?

To ensure high-quality reproductions of photographs within ads, all photographs should be a minimum of 200 dpi at the final size they appear in the newspaper. Photos must be CMYK or grayscale. For Madison 101, the minimum dpi is 300.

PRE-PRINTED INSERTS

A sample insert must be submitted to The Breeze advertising office at the time the insertion order is made. After receiving approval, inserts must arrive at the printer five working days prior to the publication date.

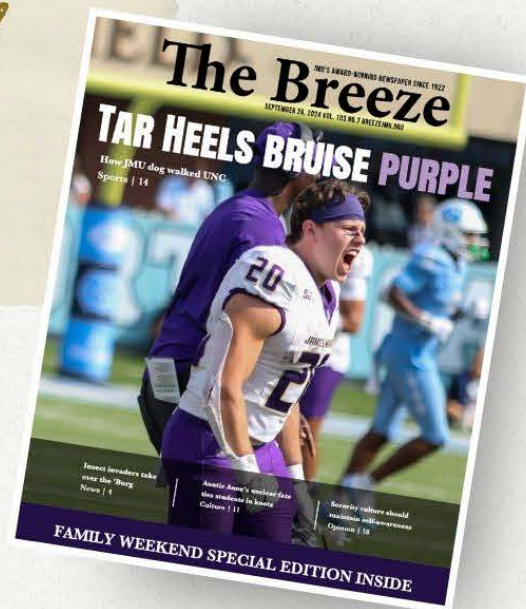
Shipping address:

Narrow Passage Press 18084 Old Valley Pike, Edinburg, VA 22824

PACKAGE & FREQUENCY DISCOUNTS AVAILABLE!

SPECIALTY Publications

Our specialty publications are additional, dynamic, magazine-style editions included within regular editions of The Breeze. They offer in-depth spotlights and striking photos of key JMU events. With their eye-catching designs and focused content, speciality publications are ideal platforms to more directly connect with Dukes and the Harrisonburg community.



Football Preview

Published: 9/3/26 Ad Deadline: 8/28/26

Family Weekend

Published: 10/1/26 Ad Deadline: 9/25/26

Homecoming

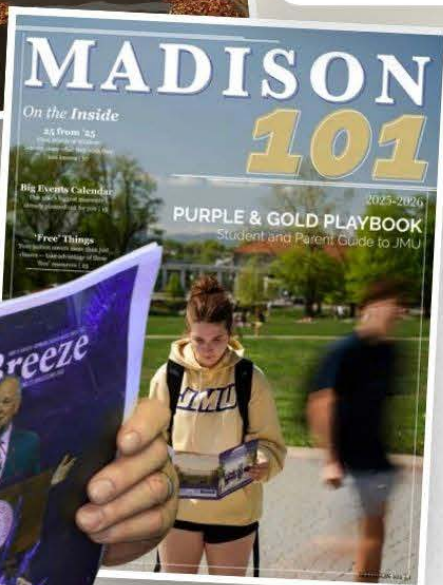
Published: 10/15/26 **Ad Deadline:** 10/10/26

Basketball Preview

Published: 10/29/26 **Ad Deadline:** 10/24/26

Spring Sports

Published: 1/28/27 Ad Deadline: 1/23/27



Madison 101

Published: August 2027

Ad Deadline: May 2027

Our annual guide to JMU and Harrisonburg, for students, by students. Every year, over 5,000 copies of these full-color, magazine-style guides are distributed to freshmen, transfers, and others returning to JMU.

Ad Size Guide

Full Page (7.25 x 9.5in).....	\$1,295
Half Page H (7.25 x 4.5in).....	\$750
Half Page V (3.25 x 9.5in).....	\$750
Quarter Page (3.25 x 4.5in).....	\$400
Back Cover.....	\$1,495
Inside Covers.....	Add 20%

Breeze BOXES

The print edition of The Breeze is available weekly on campus during the school year, making it easy for students, faculty, and community members to stay up to date with campus and local news. With more than 100 distribution locations both on and off campus, grabbing a copy is always convenient.

Your company message and branding will be prominent on campus daily throughout the entire year. We have both indoor and outdoor Breeze boxes and news racks at bus stops, dining halls, and residence halls, offering dozens of locations readers can pick up their copy of The Breeze.

Call today to inquire about monthly, quarterly, and annual investments.



This map shows select locations of our on-campus Breeze boxes. See a full list of our on-and off-campus locations at breezejmu.org

STREET TEAM



Meet The Breeze's new Advertising Street Team, a group of students advertising on foot to boost campus engagement and give students field experience in advertising. Our team promotes the paper, distributes materials such as coupons and flyers, and represents The Breeze at events.

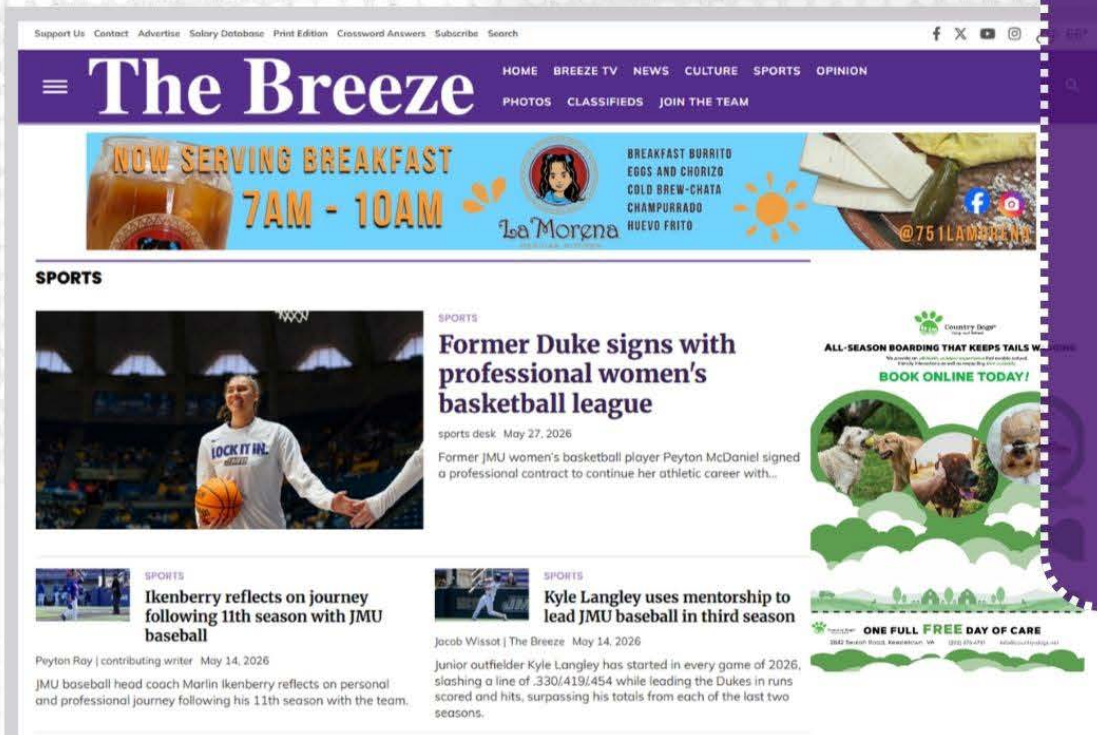
This initiative helps strengthen The Breeze's on-campus presence as well as yours. Let our Dukes support your company with our approachable, hands-on Street Team.



The Breeze ONLINE

The number of users visiting BreezeJMU.org, our online news site, continues to grow, as does our social media engagement. Use digital advertising to enhance the reach of your print ads.

Digital and print bundled packages are available on a weekly, monthly, and annual basis, with pricing schedules that can be customized to suit clients' needs.



Digital Size Options

mobile* & desktop

300 px X 250 px*

970px X 90px*

728px X 90px*

320px X 50px*

Email Newsletters

Each week, The Breeze sends out newsletters to its 26,000 subscribers, giving them the week's top stories, each with a direct link to our website. Your ad can be featured in these newsletters in combination with multimedia packages. These newsletters directly aim to connect with students, faculty, parents, alumni, and the JMU community.

Happy finals week, Dukes!

Inbox

TB The Breeze
newsletters@breezejmu.org

To: You

Thursday, May 7, 8:00 AM

The Breeze

Happy Thursday, Dukes! As the year comes to a close, see what students and professors alike have to show this academic year.



The inaugural Keith B. Jones Award was given to JMU student Grace Sawyer. [Read more about her achievements as a chief White House producer.](#)

Connect. Learn. Grow. We've got you.
Start your cloud journey with a chance to win an Amazon gift card.

Enter Now

JMU Builder Center

Social MEDIA

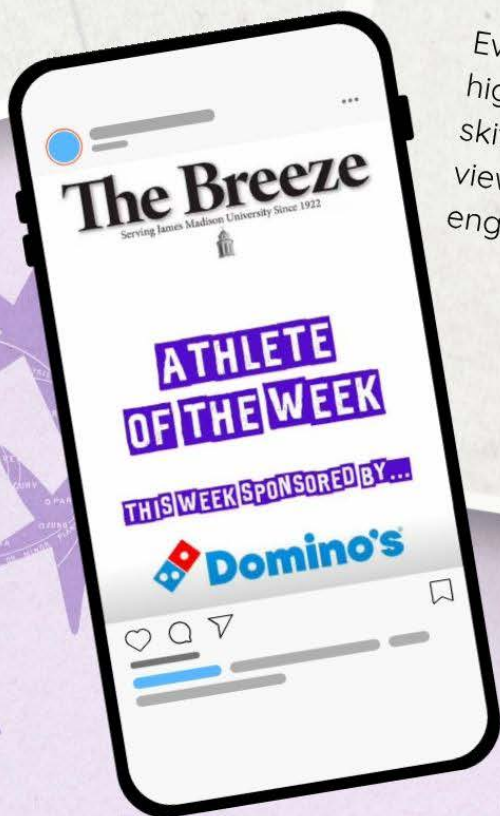
Instagram Reels

Instagram Reels are a powerful way to reach a wider, younger audience - especially our JMU students who scroll through social media daily. The Breeze advertising team can creatively showcase local businesses, promote school events, and drive more traffic to our profile. Reels are built for virality, giving us a chance to boost visibility and platform advertisers wanting to reach our community.



Athlete of the Week

Every week, through our Athlete of the Week program, we highlight a student athlete and sponsor through social media skits. These videos have gained over eighty-five thousand views across our platforms. They are a fantastic way to create engaging content for our athletic programs and sponsors.



Breeze TV

Breeze TV is a student-run, live news broadcast that airs weekly, delivering coverage of news, sports, and culture throughout JMU and Harrisonburg.

To purchase ad time, call The Breeze's advertising office at (540) 568-1674 or email thebreezeads@gmail.com. To watch previous episodes or clips, visit BreezeJMU.org/BreezeTV

Commercial runtimes:

10 seconds
15 seconds
30 seconds
45 seconds
60 seconds



Publishing SCHEDULE

August

SUN	MON	TUE	WED	THU	FRI	SAT
						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	31					

September

SUN	MON	TUE	WED	THU	FRI	SAT
		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	31		

October

SUN	MON	TUE	WED	THU	FRI	SAT
				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	31

November

SUN	MON	TUE	WED	THU	FRI	SAT
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	31				

December

SUN	MON	TUE	WED	THU	FRI	SAT
		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	31		

January

SUN	MON	TUE	WED	THU	FRI	SAT
					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
31						

February

SUN	MON	TUE	WED	THU	FRI	SAT
	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						

March

SUN	MON	TUE	WED	THU	FRI	SAT
	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	31			

April

SUN	MON	TUE	WED	THU	FRI	SAT
				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	31

May

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8

- Regular Issue
- Special Edition
- Newsletter
- # Breeze TV

Important Academic Dates

Move-In	Aug 21-23	Winter Break	Aug 21-23
First Day of Classes	Aug 26	First Day of Classes	Jan 19
Fall Sem.		Spring Sem.	
Family Weekend	Oct 2-4	Spring Break	Mar 15-19
Fall Break	Oct 7-11	Last Day of Classes	May 5
Homecoming	Oct 16-18	Graduation	May 13-15
Thanksgiving Break	Nov 21-30		

ADVERTISE WITH US

The Breeze is at the core of the JMU and Harrisonburg community. We provide news and advertising for a growing population at one of Virginia's finest public institutions. It publishes online daily and prints Thursdays during the academic year.

What we Offer

The Breeze also produces a weekly newscast, publishes hundreds of special sections, an annual guide for new students, an online site, and a quarterly magazine, all increasing your advertising options among the students, alumni and faculty of JMU. The newspaper has won hundreds of editorial and advertising awards over a 102-year history. For questions, please contact The Breeze advertising office at (540) 568-6127.



is a performative male
arch on social media can be harmful to political thought

FAN FA



WHY SHOULD I GET THE BREEZE

SKIP THE LINES!

WITH PICK UP AND DELIVERY

10450

10450

10450

10450

Contact Us

Meet this year's advertising staff! Have any questions or want to work with us? We are here to help! Whether you want to advertise, collaborate, or learn more about what The Breeze can do for you, our team is ready to connect. Let's create something amazing together!



Head of Advertising and Marketing

Blake Shepherd
shephebn@jmu.edu



Multimedia Advertising Executive Director

Stephen Lunde
lundesx@dukes.jmu.edu



Advertising Creative Director

Heidi Ellison
ellisohg@dukes.jmu.edu



Senior Advertising Designer

Emily Hummel
humme2ea@dukes.jmu.edu



Multimedia Advertising Designer

Kendall Warlick
warli2kx@dukes.jmu.edu



Advertising Creative Developer

Valentina D'Angelo
dangelvx@dukes.jmu.edu



Advertising Creative Developer

Piper Hepler
heplerpm@dukes.jmu.edu



Multimedia Advertising Salesperson

Dalya Louh
louhdg@dukes.jmu.edu



Advertising Social Platform Director

Kate Taglauer
taglauka@dukes.jmu.edu

The Breeze

Serving James Madison University Since 1922

