Mesh Media is a network of websites highlighting a variety of topics that interest and target VCU students. Mesh Media offers a complete media experience emphasizing multimedia content including feature videos, audio broadcasts and photo essays. Each individual site maintains a vibrant social media presence and traffic to our pages continues to grow.

Within the last year, Mesh Media websites received over half a million page hits.

**Mesh Media Executive Board**

**Tommy Lopez**  
Editor, Rams Review  
President, Mesh Media

**Craig Zirpolo**  
Editor, The Horn RVA  
Treasurer, Mesh Media

**Paige Baxter**  
Editor, Shafer Bird

**Amanda Campbell**  
Secretary, Mesh Media

**Ryan Murphy**  
Director of Information Technology, Mesh Media

**Jacob McFadden**  
Advertising Coordinator, Mesh Media
Rams Review is an award-winning site providing coverage of all VCU sports teams including every men’s basketball home game. Our sports coverage contains live audio broadcasts, video highlights, player interviews and photo galleries.

ESPN’s First Take aired an original Rams Review video during VCU’s historic Final Four run!

Average hits: 50,000 monthly
The Horn RVA covers all aspects of Richmond music through regular video features, photo galleries and interviews with national touring acts. From the biggest venues to the smallest basements, The Horn RVA regularly publishes reviews of local performances and releases. Every semester The Horn RVA releases a free Sampler CD with music from local artists. The Horn RVA has interviewed top musical acts like GWAR, Hank Williams III, Patrick Stump of Fall Out Boy and many more!

The Horn RVA’s Sampler CD has garnered press from RVA Mag and other local publications.

Average hits: 36,000 monthly

Your Ad Here 900 x 100 pixels: $350

THE HORN RVA IS RICHMOND MUSIC
Shafer Bird features reviews of local and on-campus dining locations while keeping students up to date on the daily menu at VCU Shafer Court Dining Center. Shafer Bird has reviewed over 70 Richmond restaurants and has over 1,300 fans on Facebook!

Shafer Bird hosts a web series teaching students how to make tasty food on a budget.
River City Fashion Uprising is the latest addition to Mesh Media. Launched in April of 2012, RCFU interviews local designers and covers fashion shows, Richmond boutiques, and everything that gives Richmond its unique style.

Average hits: N/A

Garnered over 5,500 page hits in its first month of operation!
Display Advertising

Advertising Specifications
The deadline to submit an ad is noon three business days prior to publishing. The Commonwealth Times reserves the right to refuse any advertisement. If the ad is sent late, there is no guarantee of placement.

Formats for Display Advertisements
Camera-ready ads are preferred. Please send files in one the following formats: .jpg, .pdf, .tif. If a file requires reformatting, there will be an additional $35 fee. This fee will also apply if a .doc or other text file type is sent. Please send files to adcoordinator@vcustudentmedia.com. Place the name of your organization in the subject line. Specify the dates you would like your ad to run and the size in the body of the e-mail. If you wish to run ads of different sizes, please specify which size ad will run on which date.

Pricing & Discounts
Quantity brackets are used to provide increased discounts the more an advertiser runs.
VCU departments and organizations receive 10% off display ads.
Nonprofit organizations receive 10% off display ads. VCU and nonprofit discounts do not apply when special promotions are offered.

Invoicing & Payment
Payment is always accepted in advance, but for those who prefer, invoicing is done twice a week after each publication. There are two options for invoicing:
• After each run (or week, if run Monday and Thursday)
• Monthly
Payment is due 30 days from the date of invoicing and can be made by mail or in person with a check made payable to “The Commonwealth Times VCU”. VCU must be written on the check. Cash is accepted in person. Do not send cash through the mail.
Please include the invoice number in the memo line of your check, and mail it to the following address:
The Commonwealth Times
Business and Advertising Office
P.O. Box 842010
Richmond, VA 23284-2010
Payment may also be personally delivered to our Richmond office at 817 W. Broad St. We do not accept credit card payment at this time.

Penalties & Fees
A 10% late fee will be added if payment is not received within 60 days. If payment is still not received after 90 days, the account immediately will be sent to collections and will incur an additional 30% administrative fee.
Date:________ Rep:_________________________
Advertiser:________________________________
Attention:________________________________
Address:_________________________________
City:____________State:______Zip:__________
Email:____________________________________
Phone:_______________Fax:_________________

☐ Rams Review  ☐ The Horn  ☐ Shafer Bird

Base Rate:___________________________
Total Insertion:_______ Subtotal:_______
Total Discount:______________________
Amount Due:________________________

Late Fees: Payment must be received within
60 days. 10% late fee after 60 days. 30%
collections fee after 90 days.

Ads must be submitted in the form of .gif, .swf or .jpg. Other formats will incur a $35 reformatting fee.

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NOTE SPACE  For extra space, please attach an additional page.

I agree to the terms set forth in the 2013-14 Media Kit.  X___________________________