

Strasburg High School Publications Advertisement Sheet

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- **The Strasburg Spirit Newspaper**
- 8 b&w pages on higher quality paper
- More in-depth, up-close feature/news stories
- Distributes to approximately 340 students and faculty
- Will publish 8 issues

■ **Chieftain/Yearbook fun facts**

Yearbook

- ~220 books with 100 pgs
- All color pages
- Over 1,000 photos

Teen

- 58% of teens ages 12-17 receive money from parents
- 54% of teens receive money from some type of work
- 62% of teens have a savings account
- 46% of teens will spend more money in the next 12 months than in the previous 12

Source: Teenage Research Unlimited Fall 2005

■ **ad policy**

All advertising accepted by the staff must meet the same guidelines as editorial content. No advertising will be accepted that is libelous, irresponsible, advocates an illegal activity or which the staff deems in poor taste. Acceptance of advertising does not constitute an endorsement by the school, the staff as a whole, or its individuals.

Students who appear in advertising must sign a model release form acknowledging that they will accept no monetary remuneration from the client and their appearance is one of support for the publication rather than the business or professional

■ **ad preference**

Should you wish to advertise with us, the Strasburg Journalism Staff would be happy to create an ad based on your specifications. Please indicate your preference below:

___ YES, I would like the staff to design my advertisement to the specs attached (words, colors, design ideas, etc.)

___ NO, I have an ad I would like to run and will send my own file to the email listed for Greg Startzel no later than one month prior to the month the ad will run.

*Please note that scanning a hard copy will result in a poorer quality ad. We would prefer to create a similar ad digitally or receive a digital copy of your preferred ad.

■ **Our agreement**

Business Name: _____

Individual Contact Name: _____

Your Signature _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email address: _____

Printed Name of Staff Member _____

Staff Member Signature _____

Date _____

■ **sizes & rates – please circle rate of chosen ad**

The news magazine is 8.5" x 11"

The yearbook is 7.5" x. 10.5"

<u>Sizes</u>	<u>newspaper rates</u>	<u>ybk rates - color</u>
	b&w	
banner ad (8x2")	\$15	not available
business card (2x1")	\$15	\$35
¼ page (4.25x5.5")	\$30	\$70
½ page (8.5x5.5")	\$75	\$125
full page (8.5x11)	\$150	\$250

For the Newspaper, circle the months you would like the ad to run:

Oct Nov Dec Jan Feb Mar April May

Payment

Payment is due by the first month the ad will run; for the yearbook, ad payment is due by Oct 1.

(circle one): cash check bill me check # _____

Total Amount Due: \$ _____ buyer initials _____

Thank you for your support of Strasburg High's publications and please know that you make a difference in our collective success!