



2014-2015 Journalism Advertising Contract

Pirate Press and ECHO
Pattonville High School
2497 Creve Coeur Mill Road
Maryland Heights, MO 63043

Brian Heyman, adviser
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BHeyman@psdr3.org

<p>Full Page (8.5 in. x 11 in.) \$230/issue \$600/3 issues (10% off) \$1,100/6 issues* (20% off)</p>	<p>Half Page (8.5 in. x 5.5 in.) \$150/issue \$400/3 issues (10% off) \$700/6 issues* (20% off)</p>	<p>Quarter Page (4 in. x 5.5 in.) \$90/issue \$240/3 issues (10% off) \$430/6 issues* (20% off)</p>
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BEST VALUE: Business Card

\$50/issue or \$200/6 issues

Ad is 4 inches by 2.5 inches, shown actual size

- * Full year business advertisements include placements in the following:
- All newspapers published (8.5x11 magazine, 1,800 issues)
 - 2015 Yearbook (9x12 book, about 800 ordered)
 - Ad placed online in partners section (More than 50,000 views a year)

Newspaper: Black/White. Yearbook/Online: Full Color.

Family, Friends and Businesses:

Become a Patron

Includes:

- Special listing in all newspapers published
- Acknowledgement in the 2015 yearbook
- Recognition on the Internet in Partners section with link to business website
- Monthly newsletter delivery

Captain Level

\$100 and up

First Mate Level

\$75 and up

Buccaneer Level

\$50 and up

Crew Level

\$25 and up

Patron: Captain (\$100) First Mate (\$75) Buccaneer (\$50) Crew (\$25)

Business: Full Page Half Page Quarter Page Business Card

Issue: Aug. 29 Sept. 19 Nov. 21 March 13 May 8 Yearbook

Contact Information:

Name of patron/business: _____

Street address: _____

City, state, ZIP: _____

Phone: _____

Email: _____

Website: _____

Payment Method: TOTAL: _____ Cash Check (Payable to PIRATE PRESS)

Signature of patron/advertiser: _____

Name of staff member: _____

Signature of staff member: _____

Terms of Agreement: This contract, once signed by both parties, shall constitute a binding agreement. Either party may break this contract through written notification. This contract and payment must arrive at Pattonville High School before being included in the publication. The Pirate Press and ECHO staffs may review or reject any copy or illustration that does not meet the standards of acceptance. No advertisements for products illegal for the majority of high school readers will be accepted. When an advertisement contains an error which is not the fault of the advertiser, the liability of the Pirate Press will be a correct insertion. The correction must be published in the next issue following the error. Advertisers can submit business cards or pre-designed ads for placement. Sketches can be submitted as a guide as a Pirate Press and ECHO staff member can typeset and design all ads for free if so desired. All patrons and business partners will receive a copy of the newspaper. All ads printed directly into the newspaper are printed in black and white. If you have a pre-designed ad, email submission of that ad is preferable. We accept .jpg, .tiff, and .pdf formats with a resolution of at least 300 dpi. Please email your ad to BHeyman@psdr3.org. Questions may be directed to Brian Heyman, journalism adviser.

Staff Use Only:

Date Ad Received: _____ Cash Check#: _____

Ad Completed By: _____ Date: _____

Ad Proof Sent By: _____ Date: _____

Ad Proof Approved: _____ Date: _____