

TERRA NOVA TIMES

TERRA NOVA HIGH SCHOOL'S NEWSPAPER

Advertising Rate Sheet

Boxes below are approximately the sizes indicated and should be used for a rough estimate of ad size only.

2"x4" or 4"x2" (horizontal orientation shown)

\$35

3"x4" or 4"x3" (vertical orientation shown)

\$50

(2"x6" or 6"x2" also available at this price)

Other sizes available:

5x8 (horizontal only): \$100

8x6 (horizontal or vertical): \$120

4x10 (horizontal or vertical): \$100

4"x6" (horizontal) or 6"x4" (vertical)

\$75

Advertising space order:

Times student staff member: _____

1. Select size of ad (circle one): 2x4 3x4 4x6 5x8 8x6 4x10

Cost per ad _____

2. Select issues (tentative dates below – circle the ones in which you'd like the ad to appear).

1st Semester: Sept 4 Sept 25 Oct 16+ Nov 6 Dec 4 Dec 18

2nd Semester: Jan 15* Feb 5* Feb 26 Mar 12 Apr 1 Apr 30* May 21^
+ Homecoming *Prom/Winter Formal Advertising Issue ^Graduation

3. Subtotal 1 (cost per ad x number of issues) _____

4. 10% discount for ordering 4 or more ads Amount of discount: _____

5. Subtotal 2 (cost of ad(s) minus bulk discount) _____

6. 10% discount (taken off of subtotal 2) for prepayment Discount: _____

7. Grand total (total cost of ad(s) minus any discounts) _____

Contract information and signature:

Business name: _____

Address: _____

City/State/Zip: _____

Phone number/email address: _____

Name/Signature/Date: _____

* This contract constitutes an agreement to provide either digital ad files or the art and copy necessary to create an advertisement. The publication requires black and white copy, 300 DPI TIF or JPG files via email to terranovanewsgroup@gmail.com. We cannot accept Publisher or Word layouts. Payment in full is required within 15 days of publication.

* **Deadline for placing advertisements and receipt of ad art is two weeks prior to publication date.**

Cancellations are not accepted in the week prior to publication. The Times provides a copy of the paper in which the ad appears.

* Contact the Times staff at 650-550-7600 or via email. Email is preferred.

* The Times has the right to reject, edit, or cancel any advertisement at any time. Advertising must be free of offensive statements, illustrations or implications. The staff may run political advertisements. Staff will not accept advertising that is racist, sexist, or inappropriate for a high school audience. Ads are not an endorsement by the staff, school, or district of the products or services advertised.