

***Pony Express* 2011-2012**

Stillwater Area High School 5701 Stillwater Boulevard North, Stillwater, MN 55082 (651)-351-8131

How to advertise with us...

Congratulations on your decision to advertise in the *Pony Express* newspaper; there are a few things you should know:

The *Pony Express* newspaper is published eight times during the academic school year by Stillwater Area High School newspaper students.

Enclosed is our timetable with deadlines. Please respect those deadlines for submitting ads; if we do not receive the ad by the deadline, we reserve the right to forfeit your ad space.

Below are some facts to consider with regard to our advertising options:

- Our rates range from \$37.50-\$300.00
- A 10% discount is offered for pre-paid yearlong ads (8-issue commitment)
- A 5% discount is offered for a minimum of four prepaid ads (4-issue commitment, they do not need to be consecutive issues)
- We will stuff pre-printed inserts at no additional cost to the insert price of \$300.00
- We will accept camera-ready ads, complete with your own photographs and graphics made to the size specifications enclosed.
- Billing occurs within two business days after each publication is released, and payment is expected within three weeks of billing. Any account that is unpaid at that time is subject to a 10% late fee. Advertisers will receive a complete issue with the bill.
- Payment must be received before we publish the next issue. There may be circumstances where prepayment is required.

How to Submit Ads:

1. For clarity, we suggest you send ads via e-mail to steilr@stillwater.k12.mn.us in JPEG format. We do accept TIFF and PDF, but they are often not as clear as JPEG in a newspaper.
2. If you are including any images or photographs as part of your ad, make sure they are saved at 300 dpi (dots per inch—image size).
3. Make sure ads are created to size specifications (see attached). If the ad is not made to size, it may look stretched when it is placed on the page.
4. If you have questions or need technical support, please contact one of our advertising representatives at 651-351-8131.

Pony Express Publication Dates and Deadlines 2011-2012

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Publication Dates for 2011-2012

<i><u>Issue</u></i>	<i><u>Ads Due</u></i>	<i><u>Issue Released</u></i>
<i>1</i>	<i>October 12</i>	<i>Friday, October 28</i>
<i>2</i>	<i>November 2</i>	<i>Friday, November 18</i>
<i>3</i>	<i>November 30</i>	<i>Friday, December 16</i>
<i>4</i>	<i>January 4</i>	<i>Friday, January 20</i>
<i>5</i>	<i>February 1</i>	<i>Friday, February 17</i>
<i>6</i>	<i>February 29</i>	<i>Friday, March 23</i>
<i>7</i>	<i>April 4</i>	<i>Thursday, April 27</i>
<i>8</i>	<i>May 2</i>	<i>Friday, May 18</i>

Thank you for your continued support!!

Square
2 1/4" X 2 1/4"

\$37.50

Vertical
2 1/4" X 4 1/2"

\$75.00

Ad sizes and prices per issue

(see discount prices on contract)

*Please note: our sizes have changed
from last year due to a change in paper
size determined by our publisher.*

Horizontal
4 1/2" X 2 1/4"

\$75.00

Below are the dimensions of the ad for the half block. For a full block, double the cost and size of the block illustrated below.

Inserts:

- May be double-sided and as large as 8 1/2 x 11
- Inserts are printed by advertiser, and stuffed by *Pony Express* staff at no additional cost

Half Block
4 1/4" X 4 1/4"

\$150.00

Pony Express Advertising Invoice 2011-2012 PRINT PUBLICATION

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Name of company:	Contact Person for ad:
	Ad sales person:

Mailing Address:	City, Zip:
Telephone Number:	Fax:

Date of Issue ad will be posted online:							
Oct. 28	Nov. 18	Dec. 16	Jan. 20	Feb. 17	March 23	April 27	May 18

Ad sizes and rates (please circle ad size desired):							
Sizes	2 1/4" X 2 1/4"	2 1/4" X 4 1/2"	4 1/2" X 2 1/4"	4 1/4" X 4"1/4"	4 1/4" X 8 1/2"	8 1/2" x 11"	
	square	vertical	horizontal	half block	full block	Insert	
Rates	\$37.50	\$75.00	\$75.00	\$150.00	\$300.00	\$300.00	

Payment (circle one):
*Check enclosed for full amount
*Bill later at regular rate
*Pre-pay for full year with 10% discount (eight-issue commitment)
*Pre-pay for four issues with 5% discount (four-issue commitment—issues do not need to be consecutive)

Amount due:
Billing occurs within two days after each publication is released, and payment is expected within <i>three</i> weeks of billing. Any account unpaid at this time is subject to a 10% late fee. Please make checks payable to Stillwater High School <i>Pony Express</i> , 5701 Stillwater Blvd. N., Stillwater, MN 55082.

Sketch or layout of ad: In the space below please sketch the main elements, graphics, pictures, of the ad and list specifically any text you want included in the ad. <u>If you are sending your own camera-ready ad, please see attached handout and instructions for sending JPEG.</u>
*Please attach a black and white copy of your business logo. We cannot guarantee accurate reproduction of logos that have been clipped from newspapers. We can also not reproduce certain business card inks, particularly blue, and business cards with colored backgrounds are also difficult to produce.

By signing below, I agree to all terms of the contract listed above. I understand I will see a proof of the ad prior to publication. I also understand that I must approve publishing of the ad by the deadline given in order to ensure accuracy and promptness. Finally, I agree to all of the billing and payments terms set forth above. For ad inquiries contact adviser Rachel Steil at (651) 351-8131.

Signature of advertiser: