

# Pony Express 2017-18

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Stillwater Area High School 5701 Stillwater Boulevard North, Stillwater, MN 55082 (651)-351-8131, 651-351-8049 (fax)

## How to advertise with us...

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

### Printing cycles and outreach:

#### Print:

We publish 6 print issues throughout the course of the year, starting in October and ending in May. Print issues include approximately 40 stories and visuals.

#### Print:

We distribute 2000 hard copies to students, staff, all District 834 buildings, local businesses, subscribers, and community libraries.

#### Online:

Content is updated frequently to the online publication, including articles, photos/photo slide shows, videos, and information graphics. Over the course of four weeks, we publish a full cycle of 50 stories and visuals. Ads are updated approximately every four weeks to match our production cycles.

#### Google Analytics traffic:

Average 1500+ visits per week, 60% new users

*\*See contract for discounts advertisers who wish to appear in both print and online.*

**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.**

## How to Submit Ads:

1. For clarity, we suggest you send ads via e-mail to [steilr@stillwaterschools.org](mailto:steilr@stillwaterschools.org) 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 2017-18

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## **Publication Dates for 2017-18**

### **Online and Print Ad due dates:**

**\*Due to holidays or days off of school, online ads may run slightly longer than scheduled-  
-see posting dates below:**

Ads due Oct. 10, online published Oct. 11; print published Oct. 27

Ads due Nov. 14, online published Nov. 15; print published Dec. 1

Ads due Dec. 19, online published Dec. 20; print published Jan. 12

Ads due Feb. 6, online published Feb. 7; print published Feb. 23

Ads due March 13, online published March 14; print published April 6

Ads due April 24, online published April 25; print published May 11

Thank you for your continued support!!

## Print sizes/prices (per issue):

*Please note: our prices have changed from last year. See contract for multiple issue discounts.*

<p>Square 2" X 2 1/4"</p> <p>\$50.00</p>	<p>Horizontal 4 1/2" X 2 1/4"</p> <p>\$100.00</p>
<p>Vertical 2" X 4 1/2"</p> <p>\$100.00</p>	<p>Half Block 3 7/8" X 4 1/4"</p> <p>\$200.00</p>

**Full block:** For a full block, double the cost and size of the block illustrated in the half block above. This is available for horizontal ads and is space-permitting.

## Online sizes/prices (per issue):

*Please note: our prices have changed from last year. See contract for multiple issue discounts.*

<p>Vertical/Square</p> <p>\$100 (for 4 weeks)</p>	<p>With nearly 100 students on our newspaper staff, we have a continuous publishing cycle, with over 50 articles, photos, graphics and videos continually updated monthly.</p> <p><b>Some benefits of advertising online:</b></p> <ul style="list-style-type: none"><li>• The ad will be available to our readership 24/7</li><li>• The ad will be full color at no additional charge</li></ul> <p><i>*Online ads do not reflect actual size</i></p>
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# Pony Express Advertising Contract 2017-18

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

Name of company: \_\_\_\_\_ Contact Person for ad: \_\_\_\_\_  
 Ad sales person (student name): \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City, Zip: \_\_\_\_\_  
 Telephone Number: \_\_\_\_\_  
 Fax/email: \_\_\_\_\_

<p><b>Check the appropriate selections in each column:</b></p> <table style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top; padding: 5px;"> <p><b><u>Print Dates:</u></b>                  _____ October 27                  _____ December 1                  _____ January 12                  _____ February 23                  _____ April 6                  _____ May 11</p> <p><b>*check all for year-long</b></p> </td> <td style="width: 50%; vertical-align: top; padding: 5px;"> <p><b><u>Print Sizes (Circle):</u></b>                  Square: \$50.00 per month                  Vertical: \$100.00 per month                  Horizontal: \$100.00 per month                  Half block: \$200.00 per month                  Horizontal Full block: \$400.00 per month (space-permitting)</p> </td> </tr> </table>	<p><b><u>Print Dates:</u></b>                  _____ October 27                  _____ December 1                  _____ January 12                  _____ February 23                  _____ April 6                  _____ May 11</p> <p><b>*check all for year-long</b></p>	<p><b><u>Print Sizes (Circle):</u></b>                  Square: \$50.00 per month                  Vertical: \$100.00 per month                  Horizontal: \$100.00 per month                  Half block: \$200.00 per month                  Horizontal Full block: \$400.00 per month (space-permitting)</p>	<p><b><u>Print Prices: Total due below</u></b></p> <p>Single issue: \$ _____</p> <p>3-issue commitment: -5% discount: \$ _____</p> <p>6-issue commitment (yearlong) -10% discount; -15% for pre-paid advertisers who have advertised for more than 2 years: \$ _____</p> <p><i>*All year-long advertisers for the half and/or full block get one free online ad per year (month determined by advertisers): _____ (specify month).</i></p>
<p><b><u>Print Dates:</u></b>                  _____ October 27                  _____ December 1                  _____ January 12                  _____ February 23                  _____ April 6                  _____ May 11</p> <p><b>*check all for year-long</b></p>	<p><b><u>Print Sizes (Circle):</u></b>                  Square: \$50.00 per month                  Vertical: \$100.00 per month                  Horizontal: \$100.00 per month                  Half block: \$200.00 per month                  Horizontal Full block: \$400.00 per month (space-permitting)</p>		

 |  |   | |--|---| | <p><b><u>Online Sizes (Circle):</u></b></p> <p>Vertical/square: \$100.00 per month (4 weeks)</p> | <p><b><u>Online Prices: Total due below</u></b></p> <p>Single issue(s): _____ (4 weeks)</p> <p>3-month issue commitment: -5% discount: _____</p> <p>6-month issue commitment (yearlong) -10% discount; -15% for pre-paid advertisers who have advertised for more than 2 years: _____</p> | |--|---| |

**Payment/discounts (check one):**

\_\_\_\_\_ \*Check enclosed for full amount (see above): \_\_\_\_\_ \*Bill later at regular rate (see above)

\_\_\_\_\_ \*Pre-pay for full year with 10% or 15% discount (6-issue commitment) +1 online ad free for print (see conditions above).

\_\_\_\_\_ \*Pre-pay for three issues with 5% discount (3 issue commitment—issues do not need to be consecutive)

**Sending and creating ad:** On a separate sheet of paper, please sketch the main elements, graphics, pictures, of the ad and list specifically any text you want included in the ad. If you are sending your own camera-ready ad, please see attached handout and instructions for sending JPEG (this yields the best result/quality).

*\*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 send camera-ready artwork by the deadline or will forfeit advertising space. Finally, I agree to all of the billing and payments terms set forth above. I understand this ad is intended for a high school audience and content is subject to review by the student Editorial Board before publishing. For ad inquiries contact adviser Rachel Steil at (651) 351-8131.

**Signature of advertiser:**