



PONY EXPRESS NEWSPAPER



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 50 stories and visuals. We distribute 1000 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 three weeks, **we publish a full cycle of 100 stories and visuals. Ads are updated approximately every four weeks to match our production cycles.**

www.sahsponyexpress.com
Stillwater Area High School

5701 Stillwater Boulevard North | Stillwater, MN 55082
(651)-351-8131 | 651-351-8049 (fax)

STATS & DEMOGRAPHICS



SOCIAL STATISTICS



1,021

@SAHSponyexpress



330

@sahsponyexpress



574

@SAHSPESports



@Pony Podcast

WEBSITE AUDIENCE DEMOGRAPHIC

Monthly Page Views: 9000+ • Monthly Unique Visitors: 4,500 • 5400 Sessions: 3,287

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PUBLICATION DATES FOR 2024 - 25



PRINT ADS

- Ads due Oct. 16 print published Nov. 1
- Ads due Nov. 22 print published Dec. 13
- Ads due Jan. 8 print published Jan. 24
- Ads due Feb. 13 print published Feb. 28
- Ads due March 20 print published April 4
- Ads due May 1 print published May 16

ONLINE ADS

- Ads due Oct. 16 print published Oct. 23
- Ads due Nov. 22 print published Dec. 2
- Ads due Jan. 8 print published Jan. 15
- Ads due Feb. 13 print published Feb. 19
- Ads due March 20 print published April 2
- Ads due May 1 print published May 7

PRINT
SIZING & PRICING
(PER ISSUE)

SQUARE BLOCK
2" X 2"
\$50

QUARTER BLOCK: HORIZONTAL
2" X 4"
\$100

QUARTER BLOCK:
VERTICAL
4" X 2"
\$100

HALF BLOCK
4" X 4"
\$200

FULL BLOCK: A FULL BLOCK IS \$400, DOUBLE THE COST AND SIZE OF THE BLOCK ILLUSTRATED IN THE HALF BLOCK ABOVE.

ADS DO NOT REFLECT ACTUAL SIZE.

SEE CONTRACT FOR MULTIPLE ISSUE DISCOUNTS.

ONLINE
SIZING & PRICING
(PER ISSUE)

**Online Sizes & Prices
(Per issue)**

VERTICAL OR
SQUARE

\$100 FOR 4
CONTINUOUS
WEEKS

- See contract for multiple issue discounts.
- With nearly 100 students on our newspaper staff, we have a continuous publishing cycle with over 100 articles, photos, graphics, videos, and podcast updated monthly.
- The ad will be available to our readership for 24/7 for only \$100 for 4 weeks!

**Online ad does not reflect actual size.*

All-state champs



Season results

Rowan Malmberg ('22)
-Fourth at Lake Rebecca
-Eighth at Whitetail
-Tenth at Redhead
John Kublak ('23)
-18th at Lake Rebecca
-Fifth at Whitetail
-Third at Redhead

Mountain biking team co

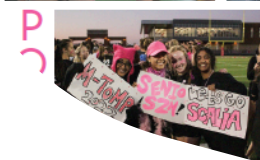
BELLA GODFREY
Graphics Editor
Online Editor-in-Chief

The mountain biking season closes out with a bang as riders head to the all-state race at Mount Sun, Oct. 30-31. With top finishes in all 6-12th grade divisions, the team is ready to compete in their last race of the season. Even though a typical mountain bike race is split up into multiple divisions, the races act as a team and support everyone across the rankings.

To prepare for the upcoming race, riders do intense practices to work on hill climbing, speed, recovery, and technical biking. For example, the forthcoming state race has 300 feet of hill climbing in each lap. To prepare for something like this, the team rides their bikes up beside a downhill ski run. "We do a lot of training. We train from Tuesday to Thursday every week and it's usually really intense training, especially before a big race like this," senior captain Rowan Malmberg said. "It's not just physical training, it's being social with



-HOMECOMING- week



Senior Sunrise

Seniors Bio McBride and Alice Falkenberg (pictured on left) celebrate the end of homecoming week during senior sunrise Sept. 24, seniors watch the sunrise on the football field together beginning at 6:45 a.m. and heading to class at 7:30 a.m.



1. For clarity, we suggest you send ads via e-mail to steilr@stillwaterschools.org in JPEG format. Please send PNG or JPEG for online ads.
2. We do accept TIFF and PDF, but they are often not as clear as JPEG in a newspaper.
3. If you are including any images or photographs as part of your ad, make sure they are saved at 300 dpi for print and 72 or 180 for online (dots per inch—image size).
4. 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.
5. If you have questions or need technical support, please contact one of our advertising representatives at 651-351-8131.

NAME OF COMPANY

COMPANY'S ADDRESS:

CONTACT PERSON FOR AD:

PREFERRED PHONE:

STUDENT BUSINESS EDITOR:

PREFERRED EMAIL:

CHECK THE APPROPRIATE SELECTIONS IN EACH COLUMN

Print Dates:

____ Nov. 1 ____ Feb. 28
____ Dec. 13 ____ April 4
____ FJan. 24 ____ May 16

Print Sizes (circle)

____ Square: \$50/month
____ Vertical: \$100/month
____ Horizontal: \$100/month
____ Half block: \$200/month
____ Full block: \$400

Single issue: \$_____

3-issue commitment: -5% discount: \$_____

6-issue commitment (yearlong) -10% discount; -15% for pre-paid advertisers who have advertised for more than 2 years: \$_____

**All year-long advertisers for the half and/or full block get one free online ad per year (month determined by advertisers): _____ (specify month).*

Payments and Discounts (check one)

____ Check enclosed for full amount (see above)

____ Bill later at a regular rate (see above)

____ Pre-pay for a full year with a 10% or 15% discount (6 issue commitment) + 1 online free ad (see conditions above)

____ Pre-pay for a 3 issues with a 5% discount (3 issue commitment) (issues do not need to be consecutive)

CHECK THE APPROPRIATE SELECTIONS IN EACH COLUMN

Online Dates:

____ 4 week cycle Oct.28
____ 4 week cycle Dec. 2
____ 4 week cycle Jan.15
____ 4 week cycle February19
____ 4 week cycle April 2
____ 4 week cycle May 7

Online: All sizes \$100

Online Prices: Total due below

Single issue(s): _____ (4 weeks)

3-month issue commitment: -5% discount: _____

6-month issue commitment (yearlong) -10% discount; -15% for pre-paid advertisers who have advertised for more than 2 years: _____

SIGNATURE OF ADVERTISER:

Signature _____ Date _____



STILLWATER AREA HIGH SCHOOL

5710 STILLWATER BLVD. N OAK PARK HEIGHTS, MN

THE PONY EXPRESS

FRIDAY, OCTOBER 15, 2021

SAHSPONYEXPRESS.COM

ISSUE 1 VOLUME 66



Paint the Town Red:

Raising awareness for homecoming

LAUREN GUINEE

Business and Copy

Student Council painted the town red to raise awareness of homecoming week. Students traveled to local businesses around the area the weekend prior to homecoming. They decorated the windows with the hope of showing Pony Pride throughout the community.

Paint the Town Red has allowed local businesses to form a

event for two years, this energy has begun to die off.

Dennis said the event is not as grand as it once was. People have forgotten about it during these two years. As a result, the school will have to work to rebuild the tradition to what it was over the next couple of years.

Businesses in the area had very positive reactions to the students showing up to decorate their windows. Many were very excited to help show their Pony Pride and form those connections with the community.

"I think both the students and community members had a lot of fun being involved and seeing businesses

Please contact your a Business Editor for advertising and partnership opportunities:

Student Name:

Email:

Phone:

For commonly asked questions, check out our [FAQ page](#):

<https://sahsponyexpress.com/advertising/>