Pony Express 2018-19

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, subcribers, 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 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 2018-19

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Publication Dates for 2018-19

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. 22, online published Oct. 30; print published Nov. 9
Ads due Nov. 26, online published Dec. 4; print published Dec. 14
Ads due Jan. 15, online published Jan. 15; print published Feb. 9
Ads due Feb. 19, online published Feb. 26; print published March 8
Ads due April 1, online published April 11; print published April 18
Ads due May 6, online published May 14; print published May 24

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.

Square 2” X 2 1/4” $50.00	Horizontal 4 1/2” X 2 1/4” $100.00
Vertical 2” X 4 1/2” $100.00	Half Block 3 7/8” X 4 1/4” $200.00

Full block: For a full block, double the cost and size of the block illustrated in the half block above. This is available for horizonal 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.

Vertical/Square

$100 (for 4 weeks)

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.

Some benefits of advertising online:

- The ad will be available to our readership 24/7
- The ad will be full color at no additional charge

Online ads do not reflect actual size

Pony Express Advertising Contract 2018-19

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Name of company: _____ **Contact Person for ad:** _____

Ad sales person (student name): _____

Mailing Address: _____ **City, Zip:** _____

Telephone Number: _____

Fax/email: _____

Check the appropriate selections in each column:

Print Dates:

_____ **November 9**
_____ **December 14**
_____ **February 9**
_____ **March 8**
_____ **April 18**
_____ **May24**

***check all for year-long**

Print Sizes (Circle):

Square: $50.00 per month
Vertical: $100.00 per month
Horizonal: $100.00 per month
Half block: $200.00 per month
Horizontal Full block: $400.00 per month (space-permitting)

Print Prices: Total due below

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 adverisers): _____ (specify month).*

4 week cycle:
_____ Oct. 30

4 week cycle:
_____ Feb. 26

4 week cycle:
_____ Dec. 4

4 week cycle:
_____ April 1

4 week cycle:
_____ Jan. 15

4 week cycle:
_____ May 14

***check all for year-long**

Online Sizes (Circle):

Vertical/square: $100.00 per month (4 weeks)

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: _____

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 committment) +1 online ad free for print (see conditions above).

_____ *Pre-pay for three issues with 5% discount (3 issue committment—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: