

Pony Express 2020-21

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 November and ending in May. Print issues include approximately 70 stories and visuals. We distribute 1500 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 30 stories and visuals. Ads are updated approximately every three weeks to match our production cycles.

Google Analytics traffic:

Average 3100 new users per month

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

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 2020-21

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Publication Dates for 2020-21 **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. 14, online published Oct. 20; print published Oct. 30

Ads due Nov. 5, online published Nov. 9; print published Nov. 20

Ads due Dec. 22, online published Jan. 4 print published Jan. 15

Ads due Jan. 19, online published Feb. 1; print published Feb. 5

Ads due Feb. 10, online published Feb. 16 ; print published Feb. 26

Ads due Feb. 10, online published March 8 ; print published March 19

Ads due April 21, online published April 16;

Ads due May 12; online published May 14;

Print sizes/prices (per issue): *See contract for multiple issue discounts.*

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

Full block: For a full block is \$400, 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.

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 2020-21

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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:

- ____ October 30
- ____ November 20
- ____ January 15
- ____ February 5
- ____ February 26
- ____ March 19

*check all for year-long

Print Sizes (Circle):

- 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)

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 advertisers): _____ (specify month).*

- 4 week cycle: _____ 4 week cycle: _____
 Oct. 20 March 8
- 4 week cycle: _____ 4 week cycle: _____
 Nov. 9 April 16
- 4 week cycle: _____ 4 week cycle: _____
 Jan. 4 May 14
- 4 week cycle: _____ 4 week cycle: _____
 Feb. 1 May 21

*check all for year-long

Online

\$100.00 per month (4 weeks)

Online Prices: Total due below

- Single issue(s): _____ (4 weeks)
- 4-month issue commitment: -5% discount: _____
- 8-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 or 8-issue commitment) +1 online ad free for print (see conditions above).
- ____ *Pre-pay for three issues with 5% discount (3 or 4 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:

In the event we transition to all distance learning, we will post the print issues in a PDF format on our website. You will also get an online ad for 4 weeks.