



**Newspaper Advertising Rates: 2014-15**

*The Voice, the student newspaper of Terra Linda High School, is updated weekly at [thevoice.srscs.org](http://thevoice.srscs.org) and printed approximately 8 times a year, reaching a school population of 1300, including students, faculty, and staff – not to mention their families and the surrounding community. Our website has deep view saturation locally with thousands of views a month, and we can also boast regular visitors from across the United States and internationally, as well.*

**Web Rates & Sizes**

<b>Ad Size</b>	<b>2 months</b>	<b>4 months</b>	<b>8 months</b>	<b>12 months (full school year) ***favorite length***</b>
<b>300x250 (side bar, small)</b>	<b>\$20</b>	<b>\$30</b>	<b>\$50</b>	<b>\$70</b>
<b>300x500 (side bar, large) ***favorite size***</b>	<b>\$25</b>	<b>\$40</b>	<b>\$60</b>	<b>\$90</b>
<b>590x300 (page head, wide) ***most visible***</b>	<b>\$40</b>	<b>\$70</b>	<b>\$100</b>	<b>\$120</b>
<b>We Can Design An Advertisement For Free With a 12-Month Placement!</b>				

**One-Time & Contract Print Ad Rates**

<b>Ad Size</b>	<b>1x</b>	<b>2x</b>	<b>3x</b>	<b>4x</b>	<b>6x</b>	<b>8x ***favorite frequency***</b>
<b>¼ Page (5x8 in) ***favorite size***</b>	<b>\$60</b>	<b>\$110 (\$10 off!)</b>	<b>\$150 (\$30 off!)</b>	<b>\$200 (\$40 off!)</b>	<b>\$310 (\$50 off!)</b>	<b>\$350 (\$60 off! One free!)</b>
<b>½ Page (10x8 in or 5x16 in)</b>	<b>\$100</b>	<b>\$190 (\$10 off!)</b>	<b>\$270 (\$30 off!)</b>	<b>\$350 (\$50 off!)</b>	<b>\$520 (\$80 off!)</b>	<b>\$700 (\$100 off! One free!)</b>
<b>We Can Design An Advertisement For Free With a 8-Issue Placement! Any ad more than \$200 comes with a free online placement!</b>						
<b>Inserts (pre-printed pamphlets or fliers)</b>	<b>\$200 per month for inserts / \$150 per month for 8x inserts.</b>					

**Ad Info & Print Deadlines:**

Online ads should be submitted in color with hyperlink to [dtow@srscs.org](mailto:dtow@srscs.org) in a file size of no more than 1 MB to preserve website speed. All print dates are subject to change.

Print ads are in black and white. If you have a pre-designed ad, email submission of that ad is preferable. We accept jpg, tiff, and pdf formats with a resolution of at least 170 dpi (although 200 if preferable). Please email your ad to [dtow@srscs.org](mailto:dtow@srscs.org).

Questions may be directed to David Tow, Journalism Advisor at [dtow@srscs.org](mailto:dtow@srscs.org) or 415-492-3100 x307.

<b>Volume &amp; Issue/Month</b>	<b>Ad Art Due Date</b>	<b>Volume &amp; Issue/Month</b>	<b>Ad Art Due Date</b>
Volume 14, Number 1, September-October	October 1 <sup>st</sup> , 2014	Volume 14, Number 5, February	February 3 <sup>rd</sup> , 2015
Volume 14, Number 2, November	November 7 <sup>th</sup> , 2014	Volume 14, Number 6, March-April	March 5 <sup>th</sup> , 2015
Volume 14, Number 3, December	December 3 <sup>rd</sup> , 2014	Volume 14, Number 7, May	May 3 <sup>rd</sup> , 2015
Volume 14, Number 4, January	January 5 <sup>th</sup> , 2015	Volume 14, Number 8, June	June 3 <sup>rd</sup> , 2015



**Newspaper Advertising Placement Form  
2013-2014**

**Placement Information**

Business Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City/State/ZIP: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Phone/Fax: \_\_\_\_\_  
Contract Date: \_\_\_\_\_  
Business Contact Name: \_\_\_\_\_  
Business Contact Authorized Signature: \_\_\_\_\_  
Student Representative: \_\_\_\_\_

**Terms of the Agreement**

*(Please complete)*

The client named above agrees to purchase (list type of ad): \_\_\_\_\_  
for \_\_\_\_\_ months/issues in *The Voice*, the student newspaper and news site at [thevoice.srcs.org](http://thevoice.srcs.org). The total cost according to  
the rate sheet is \$ \_\_\_\_\_.<sup>①②</sup>

*\*This contract constitutes an agreement between the client and the publication named herein. The client agrees to provide either a  
ready-made digital advertisement or the art and copy necessary to create an advertisement.*

*\*Rates. See current rate sheet for all rates.*

① **Payments.** Billed accounts are payable within 15 days of the invoice date. Ads that are not paid for may be pulled from the next  
scheduled issue. Advertisers will receive a copy of the newspaper.

② *We reserve the right to refuse advertising that is deemed inappropriate for a high school publication*

**Payment**

Please check and fill in the appropriate box:

Cash: \$ \_\_\_\_\_

Check: \$ \_\_\_\_\_

Check #: \_\_\_\_\_

Bill Us: \$ \_\_\_\_\_

*\*If your billing address is different from the one listed in the above- right of this sheet, please write in the address we may bill you  
at down below.*

*\*A signed, completed copy of this form should be given to the student sales rep, or it may be e-mailed, faxed or mailed to us. Thank  
you!*