

verde

BUSINESS

Palo Alto High School
50 Embarcadero Rd.
Palo Alto, CA 94301
tel: (650) 329-3837
fax: (650) 329-3753

email: verde.biz.paly@gmail.com

ADVERTISING OPTIONS

PUBLICATION DATES

Verde is published 5 times throughout the school year by journalism students at Palo Alto High School, California. The dates of publication are:

Issue 1 – Oct. 29, 2007
Issue 2 – Dec. 20, 2007
Issue 3 – Mar. 10, 2008
Issue 4 – Apr. 21, 2008
Issue 5 – June 9, 2008

ADVERTISING RATES:

1/4 page	\$50 black&white / \$75 spot color / \$100 color
1/3 vertical page	\$75 b&w / \$112 spot color / \$150 color
2/3 vertical page	\$150 b&w / \$225 spot color / \$300 color
1/2 page	\$100 b&w / \$150 spot color / \$200 color
full page	\$200 b&w / \$300 spot color / \$400 color
back cover	\$400 color

•If a subscription for all 5 issues is bought, a 10% discount applies to the price of the add.

•Spot color is an option for one color in various shades to be used in the ad.

AD SPECIFICATIONS:

1/4 page	22 picas [3 2/3 in] x 29 picas [4.83]
1/3 vertical page	14.25 picas [2.375 in] x 59 picas [9.83 in]
2/3 vertical page	29.75 picas [5 in] x 59 picas [9.83 in]
1/2 page	45 picas [7.5 in] x 29 picas [4.83 in]
full page	45 picas [7.5 in] x 59 picas [9.83 in]
back cover	45 picas [7.5 in] x 29 picas [4.83 in]

PAYMENT TERMS:

Payment is due upon the completion of the contract. Checks should be made out to Palo Alto High School (Verde). A copy of the magazine will be sent to the advertiser along with a receipt of payment. The deadline for placing advertisements is three weeks prior to the magazines publication date, unless special arrangements are made. Cancellation of advertising will not be accepted after this deadline.

SERVICES:

Photographs, artwork, typesetting and design are included in the price of the advertisement. The ad will be managed by the student who sold it. All ads will be created and assembled using Adobe Creative Suite 3 professional design software.

Advertisers may provide a print-ready copy, or the student representative can create an advertisement to your specifications. Each of our staff members has been trained in our labs to use the Adobe software and will work with you to create an ad that will effectively reach our readers.

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CONTRACT

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ADVERTISER INFORMATION

Business Name _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

Email _____

Authorized Signature _____

_____ Date: _____

Student Representative _____

AD SPECIFICATIONS

Select all which apply:

- 10% discount with 5 insertions
- 1/4 page [\$50/insertion]
- 1/2 page [\$100/insertion]
- 1/3 vertical page [\$75/insertion]
- 2/3 vertical page [\$150/insertion]
- full page [\$200/insertion]
- back page [\$400/insertion]

- black and white
- spot color [cost x150%]
- full color [cost x200%]

ISSUES

Check the issues the ad is to run:

- Issue 1 – Oct. 29, 2007
- Issue 2 – Dec. 20, 2007
- Issue 3 – Mar. 10, 2008
- Issue 4 – Apr. 21, 2008
- Issue 5 – June 9, 2008

SERVICES:

This contract constitutes an agreement between the client named herein and the student magazine *Verde* at Palo Alto High School, 50 Embarcadero Road, Palo Alto, CA, 94301. Telephone (650) 329-3837. *Verde* magazine agrees to provide advertising according to the specifications of this contract. The client agrees to provide either a camera-ready advertisement or the art and copy necessary to create an advertisement. The staff of *Verde* magazine is capable of designing an ad for your company to use in *Verde* magazine, should you need. Ads designed by *Verde* magazine staff become the property of *Verde* magazine and may not be used in media other than *Verde* magazine without the proper licensing fees.

The deadline for receiving advertisements is three weeks prior to the magazine's publication date, unless special arrangements are made. The magazine will be published five times per year, on the dates specified in the box on the left.

Payment is due upon completion of this contract. Checks should be written out to Palo Alto High School (*Verde*). A copy of the magazine will be sent to the advertiser along with a receipt of payment. If any problems arise with ad size, copy or quality, the advertiser will be notified unless the staff has no control over the problems. Occasionally there can be problems with the printer.

We reserve the right to reject, edit or cancel any advertisement at any time. If a business pays for advertising in advance of publication and the staff decides to cancel the advertising, money will be refunded for remaining ads. Advertising shall be free of statements, illustrations, or implications that are offensive to good taste or public decency based upon the opinion of the staff. Advertising shall offer merchandise or service on its merits, and refrain from attacking competitors unfairly or disparaging their products, services, or methods of doing business. The staff may run political advertisements. The staff will not accept advertisements for products or groups that are racist, sexist, illegal for high school students, or violate other standard journalistic principles (libel, obscenity, invasion of privacy, disruption). Ads which the staff accepts are not an endorsement from the staff, adviser, administration or board of education.

Please supply the following information and fax (650-329-3753) or mail a copy of this form to *Verde* magazine at the address above. Be sure to keep a copy for your records. The name and address below is where a copy of *Verde* magazine and invoice will be mailed.