



# 2017-2018 Journalism Advertising Contract

Pirate Press and ECHO  
Pattonville High School  
2497 Creve Coeur Mill Road  
Maryland Heights, MO 63043

Brian Heyman, adviser  
(314) 213-8051 ext. 8158  
BHeyman@psdr3.org

<p><b>Full Page</b> (8.5 in. x 11 in.) \$230/issue \$600/3 issues (10% off) \$1,100/ALL* (20% off)</p>	<p><b>Half Page</b> (8.5 in. x 5.5 in.) \$150/issue \$400/3 issues (10% off) \$700/ALL* (20% off)</p>	<p><b>Quarter Page</b> (4 in. x 5.5 in.) \$90/issue \$240/3 issues (10% off) \$430/ALL* (20% off)</p>
--	---	---

## BEST VALUE: Business Card

**\$50/issue or \$250/ALL**

Ad is 4 inches by 2.5 inches, shown actual size

- \* Full year business advertisements include placements in the following:
- All newspapers published (Min. = 6) (8.5x11 magazine, 1,800 issues)
  - 2018 Yearbook (9x12 book, about 800 ordered)
  - Ad placed online in partners section (More than 50,000 views a year)

Newspaper: Black/White. Yearbook/Online: Full Color.

## Family, Friends and Businesses:

## Become a Patron

### Includes:

- Special listing in all newspapers published
- Acknowledgement in the 2018 yearbook
- Recognition on the internet in Partners section with link to business website
- Monthly newsletter delivery

### Circle one:

**Captain Level**  
\$100 and up

**First Mate Level**  
\$75 and up

**Buccaneer Level**  
\$50 and up

**Crew Level**  
\$25 and up

- Patron:  Captain (\$100)  First Mate (\$75)  Buccaneer (\$50)  Crew (\$25)
- Business:  Full Page  Half Page  Quarter Page  Business Card
- Issue:  Fall Sports Guide (Aug)  Winter Sports Guide (Nov)  Spring Sports Guide (April)
- September  December  February  May  YEARBOOK

### Contact Information:

Name of patron/business: \_\_\_\_\_

Street address: \_\_\_\_\_

City, state, ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Payment Method: TOTAL: \_\_\_\_\_ Cash  Check (Payable to **PIRATE PRESS**)

Signature of patron/advertiser: \_\_\_\_\_

Name of staff member: \_\_\_\_\_

Signature of staff member: \_\_\_\_\_

**Terms of Agreement:** This contract, once signed by both parties, shall constitute a binding agreement. Either party may break this contract through written notification. This contract and payment must arrive at Pattonville High School before being included in the publication. The Pirate Press and ECHO staffs may review or reject any copy or illustration that does not meet the standards of acceptance. No advertisements for products illegal for the majority of high school readers will be accepted. When an advertisement contains an error which is not the fault of the advertiser, the liability of the Pirate Press will be a correct insertion. The correction must be published in the next issue following the error. Advertisers can submit business cards or pre-designed ads for placement. Sketches can be submitted as a guide as a Pirate Press and ECHO staff member can typeset and design all ads for free if so desired. All patrons and business partners will receive a copy of the newspaper. All ads printed directly into the newspaper are printed 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 300 dpi. Please email your ad to BHeyman@psdr3.org. Questions may be directed to Brian Heyman, journalism adviser.

### Staff Use Only:

Date Ad Received: \_\_\_\_\_ Cash  Check#: \_\_\_\_\_

Ad Completed By: \_\_\_\_\_ Date: \_\_\_\_\_

Ad Proof Sent By: \_\_\_\_\_ Date: \_\_\_\_\_

Ad Proof Approved: \_\_\_\_\_ Date: \_\_\_\_\_