

THE HOWL ADVERTISING CONTRACT

Clarksburg High School
22500 Wims Road
Clarksburg, Maryland 20871
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<http://my.highschooljournalism.org/md/clarksburg/chs/>

Advertising Schedules

By Size

___ Full Page: \$190 ___ Half Page: \$100 ___ Quarter Page: \$55
Full or Half Page ads in color: plus \$50

By Column Inch

BASIC RATE FOR ONE ISSUE: \$3.50 per column inch.

___ 4" AD: \$14.00 ___ 6" AD: \$21.00 ___ 8" AD: \$28.00 ___ 12" AD: \$42.00

BASIC RATE FOR 2-3 ISSUES: \$3.35 per column inch.

___ 4" AD: \$13.40 ___ 6" AD: \$20.10 ___ 8" AD: \$26.20 ___ 12" AD: \$40.20

BASIC RATE FOR 4-6 ISSUES: \$3.25 per column inch.

___ 4" AD: \$13.00 ___ 6" AD: \$19.50 ___ 8" AD: \$26.00 ___ 12" AD: \$39.00

Dates of Publication: 2008-2009

___ Friday, September 26	___ Friday, February 13
___ Friday, October 24	___ Friday, March 13
___ Friday, December 12	___ Friday, May 1

BUSINESS NAME: _____ PHONE #: _____

BILLING ADDRESS: _____
_____ ZIPCODE _____

CONTACT PERSON: _____

SIGNATURE/TITLE: _____

SIZE AND FREQUENCY OF AD: _____

BILLING SCHEDULE: ___ PER ISSUE ___ IN ADVANCE

STATUS OF ADVERTISING COPY: ___ Camera Ready: No Changes
___ Camera Ready: Minor Changes
___ Ad Copy Enclosed for Typesetting
___ Ad Copy Not Enclosed

DIMENSIONS FOR ADS:

4" ad: 2 inches high by 4.5 inches wide

6" ad: 3 inches high by 4.5 inches wide

8" ad: 4 inches high by 4.5 inches wide

12" ad: 6 inches high by 4.5 inches wide

Quarter-page ad: 8 inches high by 4.5 inches wide

Half-page ad: 8 inches high by 9.5 inches wide

Full-page ad: 15 inches high by 9.5 inches wide