

PCH Advertising Contract 2015-2016

Parkway Central Corral Newspaper

Attn. Tara Stepanek, Adviser
Mac Rogers, Student Business Manager
369 N. Woods Mill Road
Chesterfield, MO 63017
Phone: (314) 415-7978
Fax: (314) 415-7913
corraladvertising@yahoo.com
www.parkwaynews.net/corral



Contract Agreement:

I agree to all terms of the advertising contract. I understand that I am partnering with Parkway Central High School and I will provide the advertisement and payment according to the required deadlines.

Name of Business

Billing Address

Phone

Email

Person to Contact

Position

Signature

Date

Issue Dates

*Please check which issues you would like to advertise with us

- October 30, 2015**
- December 17, 2015**
- February 5, 2016**
- March 11, 2016 (Prom)**
- May 4, 2016**

Advertisement Rates

Please circle which advertisement you are purchasing

Size	Black and White	Color
Index Card (4 1/2" x 2 1/2")	\$25	\$40
Quarter Page (4 1/2" x 5")	\$45	\$65
Half Page (9 1/4" x 5")	\$90	\$125
Full Page (9 1/4" x 10 1/2")	\$170	\$240
Insert – provided to us (no bigger than 8 1/2" x 11")	\$130	\$180

*All print advertisers receive a complimentary online rotating advertisement for the month(s) they select.

Online Advertising Rates Only

Rotating Ad	\$15
Static Ad (200 x 300 pixels)	\$100

*Only two static ads are accepted per month. They are available on a first come, first serve basis

Inserts: Advertisements no bigger than 8 1/2" x 11" are available. Only one insert is available each issue. The advertiser must provide 700 copies of the insert at least 3 days prior to the issue date, unless otherwise specified.

Discounted Price: 10% off the total price will be applied to any advertiser who agrees to advertise in every issue. In order to qualify for the discount, the advertiser must agree and submit a contract prior to the publication of the first issue.

Services: Artwork, typesetting, and design are included in the price of the advertisement. Businesses have the option of sending a completed advertisement in the form of JPEG, TIFF, GIF, or PDF. We also create ads for businesses that send their information. Ads may be in color or in black and white. Advertisers should indicate what they prefer on their contract.

Terms: Businesses must send their advertisements 15 days prior to the publication date. Cancellations will not be accepted after this date. Advertisers may pay when they submit their contract or at the end of each month. Businesses who advertise year-round may pay after the last issue of the year.

*Please make payment to Parkway Central High School, attn: Corral

*Please direct all correspondence to Student Business Manager Mac Rogers at corraladvertising@yahoo.com