

RVHS ADVERTISING FACTS

- Each issue reaches nearly 2,000 students, teachers, parents and other community members.
- Ralston Valley students cumulatively spend more than \$26,000 per week on lunch
\$40,000 per week on entertainment (cars, clothes, mall movies, etc.)
\$10,000 per month on clothes alone
\$14,000 per month on make-up and accessories
- The Xpress has been recognized as one of the best high school papers in the state of Colorado.

Your ad will provide you with new customers that might otherwise be unreached, support Ralston Valley High School and support journalism education and promotion of the First Amendment Rights.

BLACK AND WHITE STANDARD ADVERTISING

Business Card (2" x 3 1/2" / 7 sq. in.)	\$40.00
1/8 Page (4" x 5" / 20 sq. in.)	\$55.00
1/6 Page (5 1/2" x 5" / 27 1/2 sq. in.)	\$75.00
1/4 Page (8" x 5" / 40 sq. in.)	\$95.00
1/3 Page (5 1/2" x 10" / 55 sq. in.)	\$120.00
1/2 Page (8" x 10" / 80 sq. in.)	\$160.00
Full Page (16" x 10" / 160 sq. in.)	\$285.00

COLOR ADVERTISING RATES*

Business Card (2" x 3 1/2" / 7 sq. in.)	\$56.00
1/8 Page (4" x 5" / 20 sq. in.)	\$77.00
1/6 Page (5 1/2" x 5" / 27 1/2 sq. in.)	\$105.00
1/4 Page (8" x 5" / 40 sq. in.)	\$133.00
1/3 Page (5 1/2" x 10" / 55 sq. in.)	\$168.00
1/2 Page (8" x 10" / 80 sq. in.)	\$224.00
Full Page (16" x 10" / 160 sq. in.)	\$399.00
Front Page Banner (2 1/2" x 10" / 25 sq. in.) †	\$200.00
Back Page Banner (2 1/2" x 10" / 25 sq. in.) †	\$150.00

* ALL COLOR RATES ARE 40% HIGHER THAN STANDARD RATES

† DENOTES FULL-COLOR ONLY ADVERTISING SIZE

MULTIPLE ISSUE DISCOUNTS

3 Issues	3% off
4 Issues	5% off
5 Issues	7% off
6 Issues or more	10% off
RVHS Student Organization or Academic Department*	15% off
4 Months or more Online	10% off

* NOT ELIGIBLE FOR OTHER DISCOUNTS

PULL-OUT FLIERS

The Xpress will stuff any fliers given the following terms:

1. Vendor will supply and provide for delivery of printed fliers.
2. The Xpress staff will include pull-out fliers at a rate of 500 fliers per issue.

Flat Base Rate for Ad	\$60.00
Per Copy Labor Fee For Stuffing	\$0.10 per copy

ONLINE ADVERTISING‡

Top Banner (468 pix x 60 pix)*	\$140.00
Skyscraper (130 pix x 140 pix) †	\$40.00
Tall Skyscraper (130 pix x 240 pix) †	\$80.00
Bottom Banner (468 pix x 60 pix)*	\$95.00

ONLINE ADS MAY LINK TO YOUR WEBSITE OR A LINK OF YOUR CHOICE

* ALL BANNER ADS MUST BE WIDER THAN THEY ARE TALL

† ALL SKYSCRAPER ADS MUST BE TALLER THAN THEY ARE WIDE

‡ ALL ONLINE ADS MUST BE PRE-PAID AT THIS TIME

DESIGN SERVICES

Basic design services will be provided at no charge. However, any extensive ad design will be charged as follows

Business Card (2" x 3 1/2" / 7 sq. in.)	\$5.00
1/8 Page (4" x 5" / 20 sq. in.)	\$5.00
1/6 Page (5 1/2" x 5" / 27 1/2 sq. in.)	\$10.00
1/4 Page (8" x 5" / 40 sq. in.)	\$10.00
1/3 Page (5 1/2" x 10" / 55 sq. in.)	\$15.00
1/2 Page (8" x 10" / 80 sq. in.)	\$20.00
Full Page (16" x 10" / 160 sq. in.)	\$20.00
Front Page Banner (2 1/2" x 10" / 25 sq. in.) †	\$15.00
Back Page Banner (2 1/2" x 10" / 25 sq. in.) †	\$15.00
Top Banner Online	\$10.00
Skyscraper	\$5.00
Tall Skyscraper	\$5.00
Bottom Banner Online	\$10.00

TERMS OF CONTRACT

1. Vendor will, unless design services have been purchased, provide art for the advertisement.
2. Vendor will provide art electronically via email or CD. This ensures quality images.
3. In the event of design services, art proofs will be sent to the vendor for approval (unless the ad is purchased less than four business days before advertising deadline).
4. Bills will be sent one week after publication and should be paid within one month after publication (all bills must be paid by the final day of school: May 27, 2010).

5. Multi-issue ads will be billed per issue after each issue and must be up-to-date to be published the following month.
6. The Xpress accepts payments only by cash or check, made out to "RVHS" with the memo "Newspaper."
7. All art should be sized to the dimensions specified. If art is not set to the correct size, it may be stretched to fit those dimensions.
8. Upon publication, the Xpress will send the vendor proofs of purchase.
9. Online ads will run for 30 days once prepaid. All ads will be placed in the order they are received and/or renewed.

2009-2010 Publication Date

Publication Date	Advertising Deadline	Bills Paid Deadline
August 20, 2009	August 17, 2009	September 21, 2009
October 9, 2009 (Homecoming Issue)	October 5, 2009	November 6, 2009
November 13, 2009	November 9, 2009	December 11, 2009
December 11, 2009	December 7, 2009	January 1, 2010
February 5, 2010	February 1, 2010	March 8, 2010
March 5, 2010	March 1, 2010	April 6, 2010
April 23, 2010 (Prom Issue)	April 19, 2010	May 27, 2010
May 21, 2010	May 17, 2010	May 27, 2010

Dates for the 2009-2010 school year will be available in August, but space may be reserved now.

ADVERTISING CONTRACT

Business Name: _____ **Business Contact:** _____

Phone: _____ **Email:** _____ **Address:** _____

Print Advertising: Black and White Color Business Guide **Ad Size:** _____ **# Issues:** _____

Print total: _____

Online Advertising: **Ad Size:** _____ **# Months:** _____

Online total: _____

Pull-Out Advertising: **Number of copies:** _____

Pull-out total: _____

Special Fees: **Design services:** _____ **Other:** _____

Special fees total: _____

Discounts: **Print:** _____ **Online:** _____

Cost total: _____

- Discount total: _____

=Ad total: _____

Vendor signature

XPRESS BUSINESS MANAGER USE

Sold by: _____

Online start: _____ end: _____

Received: _____

Billed Paid Placed Removed

Issues: A S O N D

J F M A M

Pull-out run: A S O N D

Run: A S O N D

J F M A M

J F M A M

Pull-out stuffed: _____

Issues Paid: 1 2 3 4 5 6 7

Billed: 1 2 3 4 5 6 7

All paid All Run