

## RVHS ADVERTISING FACTS

- Each issue reaches nearly 2,000 students, teachers, parents and other community members.
- Ralston Valley students cumulatively spend  
 \$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

*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 Department*	15% off
4 Months or more Online	10% off

\* NOT ELIGIBLE FOR OTHER DISCOUNTS

**GET 15% OFF ONLINE AD PLACEMENT  
 IF YOU ACT BY APRIL 13**

*Offer does not include design services*

## 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

## TWICE YEARLY BUSINESS GUIDES

The Xpress publishes two annual business guides: Homecoming in September and Prom/Graduation in April. Black and white only.

Business Name, Phone Number, Address, 3 Line Description (25-30 words)	\$25.00
Additional Line	\$5.00

## 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

**LET US KNOW IF YOU WOULD LIKE TO SPONSOR AN UPCOMING XPRESS FUNDRAISER**

## 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, 2009).
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.

## UPCOMING PUBLICATION DEADLINES

Publication Date	Advertising Deadline	Bills Paid Deadline
April 15, 2009 (Prom Issue)	April 9, 2009	May 15, 2009
May 8, 2009	May 4, 2009	May 27, 2009
Graduation Issue (Date TBD)	TBD	May 27, 2009

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  
 Run: A S O N D  
        J F M A M  
 Issues Paid: 1 2 3 4 5 6 7  
 Billed: 1 2 3 4 5 6 7  All paid  All Run