

Harbinger

SHAWNEE MISSION EAST | PRAIRIE VILLAGE, KS

SMEHARBINGER.NET

Advertising
Contract
2011-2012

1 | CONTACT INFORMATION

Advertiser: _____
 Contact/Title: _____
 Billing Address: _____

 Phone: _____ Fax: _____ E-mail: _____
 Salesperson: _____
 Advertiser's signature: _____

2 | ADVERTISING DATES

CHOOSE THE ISSUES YOU WISH TO RUN YOUR ADVERTISEMENT
 [ADS ARE DUE **10 DAYS** BEFORE PUBLICATION DATE]

<input type="checkbox"/> SEPT. 6 (AUG. 26)	<input type="checkbox"/> OCT. 31 (OCT. 21)	<input type="checkbox"/> JAN. 23 (JAN. 13) SWEETHEART: FEB. 4	<input type="checkbox"/> APRIL 2 (MARCH 23)
<input type="checkbox"/> SEPT. 19 (SEPT. 9) HOMECOMING: SEPT. 24	<input type="checkbox"/> NOV. 14 (NOV. 4)	<input type="checkbox"/> FEB. 6 (JAN. 27)	<input type="checkbox"/> APRIL 16 (APRIL 6)
<input type="checkbox"/> OCT. 4 (SEPT. 23)	<input type="checkbox"/> NOV. 28 (NOV. 18)	<input type="checkbox"/> FEB. 20 (FEB. 10)	<input type="checkbox"/> APRIL 30 (APRIL 20) PROM: MAY 12
<input type="checkbox"/> OCT. 17 (OCT. 7)	<input type="checkbox"/> DEC. 12 (DEC. 2) WINTER BREAK: DEC. 21-JAN. 2	<input type="checkbox"/> MARCH 5 (FEB. 24) SPRING BREAK: MAR. 10-20	<input type="checkbox"/> MAY 14 (MAY 4) GRADUATION: MAY 16

3 | SIZE

1.75x2 (Approx. business card-sized)	\$15
2x2	\$20
3x2	\$30
2x4	\$40
3x4	\$60
2.5x6 (Quart. Page)	\$75
4x4	\$90
5x4	\$100
5x6 (Half Page)	\$135
5x12 (Full Page)	\$240

*Sizes in Column Inch x Inch
 (One column inch is **two inches**)

4 | PRINT COST

Cost of size chosen + **COLOR:**
 No color (B&W) **Free** X # of issues = Print Ad Total
 Color **\$50**

Discounts: 30% for year long ads, 15% for half-year (any 8 ads), and 5% for any 4
Print and Online Concurrent Ad purchase: 10% off

DESIGNED BY:

Advertiser
 Staff

5 | THE HARBINGER ONLINE

The Harbinger's award-winning website, www.smeharbinger.net, receives **over 750 visitors a day** and includes blogs, live video of East Varsity games, and breaking news and updates. Ads come in **full color** and can be linked to advertiser's website or Google Maps for easy directions.

4x2

\$30 for month
 \$150 for six mo.
 \$240 for a year

Online Ad Total

WANT TO SPONSOR A LIVE BROADCAST? CALL US FOR A QUOTE, STARTING AT JUST \$25!

6 TOTAL: Print Ad Total + Online Ad Total - Discounts = Grand Total Due Cash Check

Refunds or additional ad printing will be made if the staff or the printer is responsible for an error in the printed ad copy. In no event will The Harbinger be liable beyond the cost of an individual ad or insertion. The Harbinger has the right to reject, edit or cancel any advertisement at any time. If the business has paid in advance and The Harbinger decides to cancel the ad, money will be refunded for the remaining ads. The Harbinger will accept no ads for products or groups that are racist, sexist, illegal for high school students or that violate other standard journalistic principles (libel, obscenity, invasion of privacy or disruption). Ads that The Harbinger accepts are not endorsed by the staff, adviser or administration.

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