

# THE HARBINGER

Advertising  
Contract  
2015-2016

SHAWNEE MISSION EAST | PRAIRIE VILLAGE, KS | SMEHARBINGER.NET

## 1. Contact Information

Advertiser: \_\_\_\_\_

Contact/Title: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Salesperson: \_\_\_\_\_

Advertiser's signature: \_\_\_\_\_

## 2. Advertising Dates

Choose the dates you wish to run your advertisement. The first date is when it will be published. The date in parentheses is when the ad is due — Please send us the image for the ad at that date.

- |  |  |  |   |
|--|--|--|---|
| <input type="checkbox"/> Sept. 8 (Aug. 30)       | <input type="checkbox"/> Nov. 7 (Oct. 28)  | <input type="checkbox"/> Jan. 25 (Jan 15)  | <input type="checkbox"/> April 4 (March 25) |
| <input type="checkbox"/> Sept. 21 (Sept. 11)     | <input type="checkbox"/> Nov. 16 (Nov. 6)  | <input type="checkbox"/> Feb. 8 (Jan. 29)  | <input type="checkbox"/> April 18 (April 8) |
| <input type="checkbox"/> Oct. 5 (Sept. Sept. 25) | <input type="checkbox"/> Nov. 30 (Nov. 20) | <input type="checkbox"/> Feb. 22 (Feb. 12) | <input type="checkbox"/> May 2 (April 22)   |
| <input type="checkbox"/> Oct. 19 (Oct. 9)        | <input type="checkbox"/> Dec. 14 (Dec. 4)  | <input type="checkbox"/> March 7 (Feb. 25) | <input type="checkbox"/> May 13 (May 3)     |

## 3. Size\*

\*Sizes are calculated

- 3.5x2 (business card)...\$19.25
- 4x2.....\$22
- 6x2.....\$33
- 4x4.....\$44
- 6x4.....\$66
- 5x5.75 (quarter page)..\$79
- 8x4.....\$92
- 10x4.....\$110
- 10x5.75 (half page).....\$135
- 10x11.5 (full page).....\$240

## 4. Print Cost

**ALL IN COLOR** cost of size **X** # of issues **=** print ad total **DESIGNER:**

Discounts: 20% for year long ads, 8% for half-year (any 8 ads) and 5% for any 4 ads

**PRINT AND ONLINE CONCURRENT AD PURCHASE: 10% OFF**

- advertiser
- Harbinger staff

## 5. Harbinger Online

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

**4x2** \$40 for a month  
\$160 for 6 months  
\$250 for a year

online ad total

**WANT TO SPONSOR A LIVE BROADCAST? CALL US FOR A QUOTE, STARTING AT JUST \$60!**

**6. Total** print ad total

**+**

online ad total

**-**

discounts

**=**

**GRAND TOTAL**

- cash
- check

Refunds or additional ad printing will be made if the staff or the printer is responsible for the 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 journalism principles (libel, obscenity, invasion of privacy or disruption). Ads that The Harbinger accepts are not endorsed by the staff, adviser or administration.

SHAWNEE MISSION EAST | PHONE: 913.993.6688 | FAX | 913.993.6798 | SMEHARBINGER@GMAIL.COM