

FHS Press

Freedom Area High School's Student Newspaper
1190 Bulldog Drive • Freedom, PA 15042 • 724-775-7400
www.fhs-press.com
ads@freedomarea.org



AD CONTRACT

■ **CONTACT INFORMATION:** Please provide all required information.

Business Name: _____

Mailing Address: _____

City, State ZIP: _____

Daytime Phone: (_____) _____

Email Address: _____

FHS PRESS STAFF USE ONLY

Ad Rep: _____

Payment Amt.: _____

Date Received: _____

Cash Check Check #: _____

Receipt Date: _____

■ **AD DESCRIPTION:** Please check an ad size as well as insertion dates (Issue dates are approximate).

You may supply a business card or ad, or we'll design one for you based on your specifications.

Please be aware that our newspaper prints in black and white, and your ad may be affected by our sizes.

_____ **Full page** \$75 *Dimensions: W: 10.25" H: 12.75"*

_____ **1/2 page** \$50 *Dimensions: W: 10.25" H: 6.375"*

_____ **1/4 page** \$30 *Dimensions: W: 5.125" H: 6.375"*

_____ **1/8 page** \$20 *Dimensions: W: 5.125" H: 3.1875"*

ESTIMATED ISSUE DATES

September 27, 2021

October 25, 2021

November 23, 2021

December 17, 2021

January 27, 2022

February 23, 2022

March 28, 2022

April 26, 2022

May 20, 2022

■ **IMAGES:** Please select your image submission option:

_____ **Email submission (preferred)**

Please send ads to ads@freedomarea.org within 3 days of purchase.

_____ **Print submission**

Enclose images with this form; originals cannot be returned.

■ **DESIGN:** Please decide who you would like to design your business's ad.

_____ **Business:** I will provide a pre-designed ad at the correct size and 300 dpi (resolution) at least two weeks prior to publication date.

_____ **FHS Press Staff:** Please design an ad for me using my design specifications and ad text as indicated below. Please attach separate sheet, if necessary, and kindly allow two weeks for ad creation and proof approval prior to publication date.

■ **SPECIFICATIONS & TEXT:**

■ **PROOFS:** If you provide an email address, we'll send you a proof of the ad once it is designed. If changes are requested, please be sure to respond within 48 hours.

■ **PAYMENT:** COST PER AD: _____ x # OF INSERTIONS: _____ = TOTAL: _____
Payment is due when form is submitted. Make checks payable to FHS Press.

Name (Print)

Signature

Date

ADVERTISING POLICIES

About the FHS Press:

FHS Press is a student newspaper serving approximately 1,000 members of the Freedom Area High School community. Because the paper exists in a public school setting, we maintain high standards for the content and types of advertising we accept. General guidelines appear below; however, FHS Press reserves the right to reject any advertising on any grounds, as deemed appropriate by editors, the newspaper adviser, or the school administration.

Generally Accepted Advertising:

- Locally-operated businesses, charities, or institutions with a legitimate interest in reaching students
- Colleges, Universities, the Armed Services, and businesses seeking to recruit graduates
- Government entities seeking to inform students about a program or promote responsible decisions
- Students or faculty members who wish to communicate an appropriate message to the student body

Prohibited Advertising:

- Any product or service not permitted on school grounds, or not legally available to all of our students
- Any advertisement designed to deceive readers
- Ads designed to influence public opinion on controversial or highly political issues
- Any product or service deemed inappropriate for any reason by the advisor or school administration

Submitting Ads:

We accept correctly-sized ads in a variety of formats, including TIF (TIFF), JPEG (JPG), or GIF, or printed ads/business cards, which we can scan; however, to ensure high-quality prints, we require all ads to be at least 300 dpi (resolution). Ads should be emailed to ads@freedomarea.org with specific information about dates scheduled to run, as well as whether the ad is complete as is or if it requires design work by our students.

Ad Design Services:

Students will design ads to your specifications, within the limits of software and training available. If you provide an email address, we will gladly provide proofs of the ad if you request them below. Proofs are considered approved if modifications are not requested within 2 days.

Ad Placement Requests:

Due to our small size, we can't guarantee a specific page/location for your ad.

Full Page

W: 10.25"

H: 12.75"

**Ad sizes scaled to 70%*

Half Page

W: 10.25"

H: 6.375"

Quarter Page

W: 5.125"

H: 6.375"

Eighth Page

W: 5.125"

H: 3.1875"