



## 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](mailto: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" (60p)

H: 16" (96p)

*\*Ad sizes scaled to 70%*

**Half Page**

W: 10" (60p)

H: 8" (48p)

**Quarter Page**

W: 5" (30p)

H: 8" (48p)

**Eighth Page**

W: 5" (30p)

H: 4" (24p)