

## ● CONTACT INFORMATION: Please provide all required information.

BUSINESS NAME: \_\_\_\_\_  
 REPRESENTATIVE NAME: \_\_\_\_\_  
 MAILING ADDRESS: \_\_\_\_\_  
 CITY, STATE ZIP : \_\_\_\_\_  
 DAYTIME PHONE: (\_\_\_\_) \_\_\_\_\_  
 EMAIL ADDRESS: \_\_\_\_\_

## FHS PRESS STAFF USE ONLY

AD REP: \_\_\_\_\_  
 PAYMENT AMT.: \_\_\_\_\_  
 DATE RECEIVED: \_\_\_\_\_  
 CASH ☐ CHECK ☐ #: \_\_\_\_\_  
 RECEIPT DATE: \_\_\_\_\_  
 DATE PROOF SENT: \_\_\_\_\_

## ● AD SIZE: 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 (see below).

SIZE*	PAGE %	COST	DIMENSIONS
<input type="checkbox"/> FULL PAGE	100%	\$100	W: 10.0042" H: 15.52"
<input type="checkbox"/> 3x4	60%	\$60	W: 6.08" H: 15.52"
<input type="checkbox"/> 1/2 PAGE	50%	\$50	W: 10.0042" H: 7.76"
<input type="checkbox"/> 3x3	45%	\$45	W: 6.08" H: 11.64"
<input type="checkbox"/> 2x4	40%	\$40	W: 3.9142" H: 15.52"
<input type="checkbox"/> 3x2	30%	\$30	W: 6.09" H: 7.76"
<input type="checkbox"/> 2x3	30%	\$30	W: 3.9142" H: 11.64"
<input type="checkbox"/> 5x1	25%	\$25	W: 10.0042" H: 3.88"
<input type="checkbox"/> 2x2	20%	\$20	W: 3.9142" H: 7.76"
<input type="checkbox"/> 3x1	15%	\$15	W: 6.09" H: 3.88"
<input type="checkbox"/> 2x1	10%	\$10	W: 3.9142" H: 3.88"

\*Ad size options are detailed on the back of this form.

## TENTATIVE ISSUE DATES

Please check your preferred insertion date(s).

- ☐ September 27, 2024  
☐ October 31, 2024  
☐ November 26, 2024  
☐ December 19, 2024  
☐ January 31, 2025  
☐ February 28, 2025  
☐ March 28, 2025  
☐ April 30, 2025  
☐ May 30, 2025

## ● IMAGES: How will you be submitting the images you'd like in your ad (if applicable)?

- ☐ **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: Who would you like to design your ad?

- ☐ **BUSINESS:**  
I will provide a pre-designed ad at the correct size and 300 dpi (resolution).  
☐ **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.

## ● PROOFS: If we design or alter your ad, we'll send you a proof of the ad. If changes are requested, kindly respond within 48 hours of receipt.

## ● SPECIFICATIONS & TEXT:

● **PAYMENT:** AD COST: \$ \_\_\_\_\_ x # OF INSERTIONS: \_\_\_\_\_ = TOTAL: \$ \_\_\_\_\_  
Payment is due when form is submitted.

**TWO WAYS TO PAY**

1

Make checks payable to "FHS Press."

2

Restaurant advertisers may opt to cover ad costs (in part or in full) in gift cards or gift certificates (Our hungry staff enjoys patronizing local eateries on deadline nights).

CASH OR CHECK

GIFT CARD/  
GIFT CERTIFICATE

NAME (PRINT) \_\_\_\_\_

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

# ADVERTISING POLICIES

## About the FHS Press:

The 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 .ai, .psd, .jpg, .png, .tiff, .pdf, 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 48 hours of contact.

## Ad Placement Requests:

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

## ● AD SIZES:

Our ad sizes are based on a five-column layout. The first number in each ordered pair represents number of columns wide. The second number represents the number of boxes high in that size (e.g., 2x1 = 2 columns wide by 1 box high, or approximately 10% of a page).

