

## 2017-2018 Full Color Rates

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Sizes	Price
1 col. x 2 in.	\$20
1 col. x 3 in.	\$30
1 col. x 4 in.	\$40
1 col. x 5 in.	\$50
1 col. x 6 in.	\$60
2 col. x 2 in.	\$40
2 col. x 3 in. (B. Card)	\$60
2 col. x 4 in.	\$80
2 col. x 5 in.	\$100
2 col x 6 in. (1/4)	\$120
4 col x 6. (1/2)	\$240
4 col x 12 in. (Full)	\$480

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### General Info:

#### Base prices:

\$10 per column inch Full Color  
Column Width = 2 1/4 inches wide

#### 10% Discounts Available:

Ads Paid in Advance  
3+ Ads Purchased  
School Organizations/Students  
Renaissance Sponsors

*\*One discount applied per customer*

## 2017-2018 Publication Dates

Issue 1	Sept. 15
Issue 2	Oct. 13
Issue 3	Nov. 10
Issue 4	Dec. 15
Issue 5	Jan. 26
Issue 6	Feb. 23
Issue 7	March 29
Issue 8	April 27
Issue 9	May 18

\*Advertisers will be notified of changes to the schedule.

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### Online Advertising

We also run ads on our website [lancerfeed.press](http://lancerfeed.press)  
Online ads run for any two weeks you choose  
beginning on a Monday if space is available.

#### Pricing:

In addition to print ad= \$30 for two weeks  
Online ad only=\$50 for two weeks

\*Sizes are standard

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### Special Events 2017-2018

- Aug. 16-School Begins
- Oct. 7- Homecoming Dance
- Feb. 3-Winter Dance
- April 28-Prom
- May 22-Graduation

# Image Advertising Information 2017-2018

**Inside:**  
Publication Dates  
Online Ad Info  
Ad Policies  
Rate Sheet  
*Image Facts*

### Contact Info:

Lafayette High School  
17050 Clayton Road  
Wildwood, MO 63011  
(636) 733-4118  
[thelancerfeed@gmail.com](mailto:thelancerfeed@gmail.com)

website:  
[lancerfeed.press](http://lancerfeed.press)

# Image Advertising Policies

## 1. Advertising rates for 2017-2018

Full Color ads: 1 column inch-\$10

Online Ads w/print purchase \$30 for two weeks

Online Ads: \$50 for two weeks

10% Discounts (only one per customer--discount is taken off TOTAL bill)

\*Ads for school organizations/students/Renaissance sponsors, Ads paid in advance, Three+ ads purchased

## 2. Ads must be ready at least 10 days in advance of publication.

## 3. All ad copy must be picked up by a staff member or delivered/sent to:

Image Staff

Lafayette High School

17050 Clayton Rd.

Wildwood, MO 63011

We encourage e-mailed files at thelancerfeed@gmail.com

Files must be high resolution and in the following format: JPEG, TIFF or PDF

## 4. Ad copy may be prepared entirely by the advertiser or the student advertising representative, or both.

## 5. If ad copy is not available 10 days before publication, the most suitable advertisement will be run.

## 6. The size of contracted ads may be changed; however, the *Image* must be notified 10 days in advance.

## 7. Advertisers must pay for all ads recorded on the contract.

## 8. Statements and copies of the *Image* with tearsheets will be mailed.

## 9. Proofs of the ads can be made available but must be requested in advance. The *Image* must be notified of any corrections/changes 10 days before scheduled publication.

## 10. If a problem arises, please call the *Image* and leave a message for Mrs. Nancy Smith at (636) 733-4118 or e-mail her at smithnancy@rsdmo.org

## 11. The *Image* reserves the right to refuse any business which seeks to advertise any product or service which is illegal or generally considered unhealthy or undesirable for the students at Lafayette.

## 12. Billing Policy

Advertisers may pay in advance or after ads are published. The *Image* reserves the right to stop publishing ads if payment for previous ads are delinquent. All advertisers will receive a copy of the paper and a tearsheet with their account statements each month.

# Why advertise in the *Image*?

## Great Circulation

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- Circulation of 1,500 copies
- Posted on our online site in permanent archives
- Subscriptions mailed to parents and community members
- Free papers distributed to students and staff at Lafayette High School
- Online ads also available with links directly to your own website

## Great Value

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- Reasonable rates allow you to advertise more frequently and choose larger ads
- Teens possess tremendous buying power and influence family purchasing
- Advertising in our paper is smart because it is easy to target your product or service to our readership

## Great Staff

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- A separate business staff supervised by a faculty adviser makes sure your account is handled professionally
- Student artists, photographers and designers are available to assist you in designing the perfect advertisement

## Great Partnership

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- Your ad is what we depend on for our income. We are self-supporting and rely on ads to cover our printing costs. By investing in the *Image*, you help students in the journalism meet their educational goals.