

# Lafayette High School

## 2019-2020 Image Advertising Contract

### Print Advertising Information:

PRINT AD SPACE AVAILABLE		
Sizes	Width by Height	Cost
1/8	3.75 in. x 2.25 in	\$75
1/4	3.75 in. x 4.6 in.	\$125
1/2	7.5 in. x 4.6 in.	\$250
Full	7.5 in. x 10 in.	\$400
Inside Back Cover	7.5 in. x 10 in.	\$500

### Circle The Issues You Want Your Ad Published In:

Sept. 25	Feb. 19
Oct. 30	March 25
Dec. 11	May 13

### Online Advertising Information

- Online ads run for two weeks (beginning on Monday)
- Cost is \$30 w/ purchase of print ad
- Cost is \$50 alone
- All online ads include a link to the business site
- Online ads are 300 pixels wide (about 4 inches) and 250 pixels tall (about 3.5 inches)

#### Contact Us:

Lafayette High School Student Publications  
 17050 Clayton Road • Wildwood, MO 63011  
 636.733.4118 online: lancerfeed.press  
 email: smithnancy@rsdmo.org or thelancerfeed@gmail.com

### Choose A Start Date: (Mondays)

Aug: 5 12 19 26	Jan: 6 13 20 27
Sept: 2 9 16 23 30	Feb: 3 19 17 24
Oct: 7 14 21 18	March: 2 9 16 23 30
Nov: 4 11 18 25	April: 6 13 20 27
Dec: 2 9 16 23 30	May: 4 11 18

Business: \_\_\_\_\_

Contact Person: \_\_\_\_\_

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

City/State/Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Publications Staff Member: \_\_\_\_\_

### Ad Agreement:

- I agree to follow policies outlined on this sheet. I understand failure to pay for ads in a timely manner will result in the suspension of future ads until the contract is paid in full.
- Proofs will be provided if requested as long as material is provided at least two weeks before publication date.
- Copies of the paper and a statement will be sent after publication.
- A 10% discounts are given for the following:
  - Ads paid in advance
  - Ads purchased by school groups
  - Ads placed in 3+ issues
  - Ads placed by Renaissance sponsors
  - (Only one discount per advertiser)

# 2019-2020 Image / lancerfeed.press

## Advertising Policies & Information

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### OUR POLICIES

1. Ad material must be provided at least 10 school days before print publication and 5 school days before online posting.
2. Material should be emailed to [smithnancy@rsdmo.org](mailto:smithnancy@rsdmo.org) or [thelancerfeed@gmail.com](mailto:thelancerfeed@gmail.com).
3. 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 by the deadline, the most suitable advertisement will be run.
6. The size of contracted ads may be changed; however, the Image must be notified 14 days in advance.
7. Advertisers must pay for all ads recorded on the contract.
8. Statements and copies of the paper will be mailed after publication.
9. Proofs of the ads can be made available but must be requested in advance. The Image must be notified of any corrections/changes 14 days before scheduled publication.
10. Please call Image adviser Nancy Smith at (636) 733-4118 or e-mail her at [smithnancy@rsdmo.org](mailto:smithnancy@rsdmo.org) with any questions or problems.
11. We reserve the right to refuse any business which seeks to advertise any product or service which is illegal or generally considered unhealthy or undesirable for Lafayette's students.

### Why advertise with us?

#### Great Readership

- Print circulation of 1,400 copies
- Print editions are also posted on [lancerfeed.press](http://lancerfeed.press) in permanent archives
- Subscriptions are mailed to over 300 parents and community members
- Free papers distributed to students and staff at Lafayette High School
- Online ads are also available with links directly to your own website
- [lancerfeed.press](http://lancerfeed.press) averages 2,000 visits per month and over 10,000 home page views

#### Great Value

- 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

- We have 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

- 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.

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### Special Events 2019-2020

- Oct. 12 - Homecoming Dance
- Feb. 1 - Winter Dance
- April 25 - Prom
- May 21 - Graduation