

Lafayette High School Student Publications

2022-2023 Image Magazine/Lancer Feed Ad Contract

Image Magazine Print Advertising Information:

SIZES / RATES

1/8 Page	3.3 in. x 2.25 in	\$75
1/4 Page	3.3 in. x 4.5 in.	\$125
1/2 Page	6.75 in. x 4.5 in.	\$250
Full Page	6.75 in. x 9.25 in.	\$400

PUBLICATION DATES:

Mark Dates You Want Ad To Run:

<u>1st Semester</u>	<u>2nd Semester</u>
____ Sept. 23	____ Jan. 27
____ Nov. 4	____ March 10
____ Dec. 9	____ April 28
	____ May 26

Lancer Feed Online Advertising Information:

- Ads on lancerfeed.press run for two weeks & begin on any Monday you choose
- Cost: \$30 w/ the purchase of print ad OR \$50 for website ads only
- All ads appearing on the website include a link to your business site
- Size: 300 pixels wide (4 in.) by 250 pixels tall (3.5 in.)

Circle Monday For Your Ad To Post: (It will appear on the website for TWO consecutive weeks)

Aug: 8 15 22 29	Nov: 7 14 21 28	Feb: 6 13 20 27	May: 1 8 15 22 29
Sept: 5 12 19 26	Dec: 5 12 19 26	March: 6 13 20 27	June: 5 12 19 26
Oct: 3 10 17 24 31	Jan: 2 9 16 23 30	April: 3 10 17 24	

Contact Information / Terms

Business Name: _____

Contact Person: _____

Address: _____

City/State/Zip Code: _____

Phone: _____ E-mail: _____

Contact Us:

Lafayette High School Student Publications

17050 Clayton Road • Wildwood, MO 63011

636.733.4118 www.lancerfeed.press smithnancy@rsdmo.org or thelancerfeed@gmail.com

Ad Agreement:

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

2022-2023 Image Magazine / www.lancerfeed.press Advertising Policies & Information

OUR POLICIES

1. Material must be provided at least 10 days before print publication and 5 school days before online posting.
2. Material should be emailed to smithnancy@rsdmo.org or 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 on the contract.
8. Statements and magazines 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 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

- Our print circulation is 1,200 magazines.
- Print editions are also posted on lancerfeed.press in permanent archives.
- Each issue is distributed free of charge to students and staff at Lafayette High School and mailed to about 150 subscribers.
- lancerfeed.press averages 10,000 views per month.

Great Value

- Reasonable rates allow you to advertise more frequently and choose larger ads.
- Teens possess tremendous buying power and influence family purchasing.
- When you advertise in our magazine or on our website you easily to target your product or service to a specific audience.
- Online ads are also available with links directly to your own website.

Great Staff

- A staff supervised by a faculty adviser makes sure your account is handled professionally.
- Student artists, photographers and designers are available to design your ad.

Great Partnership

- We are self-supporting and rely on advertising income to cover publishing costs and help us meet our mission to inform and educate our readers and serve as a forum for student voice.

Special Events 2022-2023

- Oct. 1 - Homecoming Dance
- Feb. 4 - Winter Dance
- May 6 - Prom
- June 3 - Graduation