



**The News of Washington**  
A daily student newsletter

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Sioux Falls, SD 57110
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*Jason Lueth, faculty adviser*  
*Erin Gullickson, Editor-in-Chief*

# ADVERTISING RATE CARD 2011-12

## The Daily NOW Package: Your Best Full-Coverage Advertising Deal!

### General Information:

The "News of Washington" (NOW) is a daily newsletter produced each full-day of school (around 160 times a year) at Washington High School in Sioux Falls, S.D.

It is distributed at lunch time and is widely read by the 2,000+ students, 200 staff members and others each day at WHS. It is also e-mailed widely around the school district and state each day.

### The Package Deal:

Take advantage of our NOW package deal, which includes:

- One ad each week (approx. 4x4 inches) in our daily NOW newsletter. This will run each week on your choice of day, as available.
- A banner ad on our popular web-site at [whsnow.com](http://whsnow.com) which receives over 10,000 hits a week during the school year.
- An ad of the same size in each of our quarterly "Orange and Black" newspapers. This periodical has a 100+ year history at WHS and is read by students and parents throughout our area and shared with schools and libraries across the state. It is published quarterly, beginning with our homecoming issue in October and ending with the graduation issue in May. This ad can also be upgraded for an extra fee to any size, all the way to 11x17" for a full-page.
- A sponsorship mention in the credits of our television newsmagazine. This show is watched by WHS students via closed circuit, airs multiple times on our local Mid-Continent cable-access channel (20) and is available on our web site.

### Special Days and Features:

- Monday: Weekend sports
- Tuesday: Academics
- Wednesday: Student feature
- Thursday: Cartoon and opinions
- Friday: Weekend preview

### Terms and Conditions:

Payment by new advertisers is required in advance. The terms are \$750 for one ad each week, as described above.

Returning advertisers are charged \$500 for the year-long package. They will be billed at the end of the academic year, with payment due by June 1.

To ensure the exclusive sponsorship you deserve, limited packages are available. Returning advertisers have first priority, with space open to new advertisers as available.

### Technical Details:

- NOW ads are exactly 3 1/8" wide by 3 1/2" tall. Larger ads will be proportionately scaled to fit.
- Ads will be printed in black and white on colored paper using toner-based technology. Ads will appear in color (if provided) in the e-mail version of the paper and on-line. Therefore, four-color is preferred.
- We accept advertising electronically via e-mail in the following formats:
  - Adobe PDF (Preferred format)
  - Adobe InDesign CS3 or lower
  - Adobe Photoshop CS3 or lower
- Files in these formats must include all fonts and graphics.
- Color CMYK format preferred.
- While PDFs are preferred, we also accept EPS, TIFF, or JPEG files at a printable resolution (1200 dpi).
- Our e-mail address for ads is: [jason.lueth@k12.sd.us](mailto:jason.lueth@k12.sd.us)
- Our web site is [whsnow.com](http://whsnow.com)

### Advertising Upgrades:

A free 4" x 4" ad in each quarterly Orange and Black is included with the NOW package. This ad may also be upgraded for an additional fee.

All Orange and Black advertising is modular. Upgrades include:

- 8" x 4" for an additional \$10 per issue
- 1/4 page for an additional \$20 per issue
- 1/2 page for an additional \$45 per issue
- Full page for an additional \$90 per issue

### General Information:

The News of Washington is a student-produced publication. As such, mistakes will happen. We will exercise every precaution to prevent errors or omissions.

We will do whatever we can to make each advertiser happy, but will not be responsible beyond the actual cost of the space occupied by the item in which any error occurred. The newspaper shall be under no liability for failure for any reason to insert an advertisement.

The NOW reserves the right to edit, alter or reject any advertisement at any time and reserves the right to revise advertising rates at any time. Year-long contracts will be honored as written and other advertisers will be notified 30 days prior to any rate adjustment.

Advertising set to resemble news must carry the word "Advertisement" at the top of the ad.

Rates apply only to advertising space relative to the regular business owned by the advertiser specified. The space cannot be sublet, nor brokered to others.

The News of Washington and Washington High School will not be bound by any verbal agreements, promises, waivers, understandings or conditions of any nature that are not contained in this rate card. Terms and conditions of this rate card may only be altered by mutual agreement in writing.

### Contracts:

A contract to reserve space follows on the reverse of this rate card.

# Advertising Contract

To reserve advertising space in the News of Washington and Orange & Black student newspapers for the 2011-12 school year, fill in the information requested on this page, sign where indicated, make a copy for your records and return the original to the address on the rate card.

Please keep in mind that space is sold on a first-come, first-served basis. If the advertising package you request is not available, you will be contacted. The News of Washington reserves the right to assign your sponsorship day according to availability. The News of Washington and Orange & Black does not guarantee advertising space will be available to anyone, however you will only be billed for ads that actually appear and are to your satisfaction. All conditions as stated in the current "Rate Card" (a separate document) as well as those in this document apply.

**Please print or type the following information and sign in the appropriate space.**

Name of business \_\_\_\_\_

Name of contact person \_\_\_\_\_

Billing address \_\_\_\_\_

Telephone number \_\_\_\_\_ Fax number \_\_\_\_\_ E-Mail: \_\_\_\_\_

## **Terms of contract:**

•**You will pay:** \$750 for the term of the contract, the 2011-12 academic year at Washington High School. (Returning advertisers in good standing receive discounted rate of \$500.) New advertisers must pay in advance. Returning advertisers will be billed with payment in full due by June 15, 2012.

•**You will receive:** A 4" by 4" display ad, subject to the decency and appropriateness standards set by the News of Washington staff, Washington High School administration and Sioux Falls school board, in the daily student newspaper one day each week for the term of the school year. Newspapers are published on most full days of school. Full days are determined by the serving of school lunch. You will receive a minimum of 30 display ads during the term of this contract.

•**You will also get:** A display ad in each of the Orange & Black newspapers printed this year at WHS and a banner ad on our web site at whsnow.com. Please check the size of the Orange & Black ad you request below:

### **Choose one Orange & Black traditional-format newspaper option:**

_____ 4" by 4" ad	Free—included with year-long NOW contract!
_____ 8" by 4" ad	Additional \$10 per issue (total \$40 for year)
_____ ¼ page ad	Additional \$20 per issue (total \$80 for year)
_____ ½ page	Additional \$45 per issue (total \$180 for year)
_____ Full-page	Additional \$90 per issue (total \$360 for year)

*(Note: Other custom sizes can be created on request. Call for rates)*

•**You will provide:** Details of how to prepare your ad or a camera-ready slick at least one week prior to each publication date. You may run a different ad each week, if you wish. If no new copy is provided we will assume you wish to continue running the most recent ad provided.

•**We will provide:** E-mail proofs throughout the school year and printed proofs upon demand.

## ***I AGREE TO PAY FOR THE ADVERTISING REQUESTED IN ACCORDANCE WITH THE TERMS OUTLINED ON THE RATE CARD AND IN THIS AGREEMENT.***

Authorized signature from business named above: \_\_\_\_\_

**RETURNING ADVERTISER DISCOUNT:** \_\_\_\_\_ I am paying my previous balance (if any) and contract in full for the 2011-12 year at this time, and will be charged only \$500 for all benefits described above. (Check here, if applicable, and add any outstanding balance to \$500 for this year and submit with a check for that amount).

**NOTE: IF THIS CONTRACT WAS RECEIVED ELECTRONICALLY—PLEASE PRINT, SIGN AND RETURN WITH FIRST AD**

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