

Advertising Contract

Thank you for agreeing to advertise with The High Life newspaper. While The High Life is a student publication, we are proud of the quality of our paper and feel it is a great investment for your business.

Our goal is to make your experience as smooth and easy as possible. Please fill out the following with our sales representative.

Company Name _____ Telephone _____

Fax Number _____ Address _____

Contact Name _____ (signed) _____

High Life Representative _____

Rate Schedule

1/4 Page (50 cl/in).....	\$75.00 (1.50/in.)	1/8 Page (25 cl/in).....	\$43.75 (1.75/in.)
1/16 Page (12.5 cl/in).....	\$25.00 (2.00/in.)	1/32 Page (6.25 cl/in).....	\$12.50 (2.00/in.)
Banner (20 cl/in).....	\$40.00(2.00/in.)	Insert.....	\$50.00

Larger Ad Sizes available. Contact advertising manager at 241-9500 ext. 115 if interested.

Extra Cost Schedule (circle if applicable)

Spot Color.....	\$25/color	Process Color.....	\$100/set
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Let us design an ad for you for only \$25!

Your ad size

- | | |
|------------------------------------|------------------------------------|
| <input type="checkbox"/> 1/4 Page | <input type="checkbox"/> 1/8 Page |
| <input type="checkbox"/> 1/16 Page | <input type="checkbox"/> 1/32 Page |
| <input type="checkbox"/> Banner | <input type="checkbox"/> Insert |

Type of Design

- | | |
|---|-------------------------------------|
| <input type="checkbox"/> We Design | <input type="checkbox"/> You Design |
| <input type="checkbox"/> add \$25 for all ads | |
| <input type="checkbox"/> add \$50 for Insert | |

Publication Schedule (Please check all that apply)

- | | | |
|--|--|--|
| <input type="checkbox"/> Aug. 19 (first day of school) | <input type="checkbox"/> Dec. 18 | <input type="checkbox"/> March 12 |
| <input type="checkbox"/> Sept. 11 | <input type="checkbox"/> Jan. 15 | <input type="checkbox"/> April 9 (Prom) |
| <input type="checkbox"/> October 2(Fall Homecoming) | <input type="checkbox"/> Jan. 29 | <input type="checkbox"/> April 23 |
| <input type="checkbox"/> Oct. 16 | <input type="checkbox"/> Feb. 12 (Winter Homecoming) | <input type="checkbox"/> May 13 |
| <input type="checkbox"/> Nov. 6 | <input type="checkbox"/> Feb. 26 | <input type="checkbox"/> May 1621 (Senior) |
| <input type="checkbox"/> Nov. 20 | Discount: 25% discount (16 issue contract) \$ _____ | |

STAFF USE ONLY:

Total Due: _____

Bill Us Received Payment

by: Cash Check

Total Received: \$ _____

Ad Design:

The High Life's talented design team will create an ad if you need one. To do this, we will need a sketched idea of what it is you want. You must also provide a copy of your business logo if applicable (a black on white copy of the logo will work best for this purpose). We can also design a logo for you. Please let our representative know exactly what you need. We will fax, mail, or deliver a copy of the ad to you for your approval before we run it.

Ad Advice:

The High Life is a student publication. Our recommendation is that your ad be geared toward a student audience. For example, if you are an eating establishment, open at lunch time, you may consider advertising a particular lunch special that appeals to a student population. "Student specials" are the most effective advertising tool, and if your establishment has never considered running a "student special," may we suggest you do so now.

Our Promise:

The High Life is dedicated to your satisfaction. We will provide you with a copy of each issue of the newspaper in which you advertise. If you are unhappy with the location, size, or appearance of your ad, please call the ad manager for The High Life, and we will do our best to remedy the problem.

Advertising Policy:

The High Life staff has the right to accept, reject, edit or cancel any advertisement. The staff will not accept advertising that incites or encourages illegal activity or is libelous or obscene in the opinion of the editorial board. Advertising must offer merchandise or service and must refrain from attacking competitors or disparaging their products, services or methods of doing business. The editorial board reviews all ads; therefore a High Life representative who accepts an ad from a business makes no guarantee that the ad will run. Any business whose ad does not run will have all money returned.

Sketch ad or attach art here:

STAFF USE ONLY: