



VERDE MAGAZINE

ADVERTISING CONTRACT

ABOUT VERDE

Verde uses the power of the student press to inform and entertain the Palo Alto High School community while pursuing the values of the Palo Alto Unified School District, Palo Alto High School and scholastic journalism.

SERVICES

Photographs, artwork, typesetting and design are included in the price of the advertisement. Your ad will be managed by the student who sold it. All ads will be created and assembled using Adobe Creative Suite 6. Advertisers may provide a print-ready copy, or the student representative can create an advertisement to your specifications. Each of our staff members has been trained to use Adobe softwares and will work with you to create an ad that will effectively reach our readers.

ADVERTISING RATES

1/8 page	\$65 color
1/4 page	\$80 b&w/ \$150 color
1/3 page	\$110 b&w/ \$210 color (Vertical)
2/3 page	\$130 b&w/ \$250 color (Vertical)
1/2 page	\$160 b&w/ \$290 color
Full page	\$290 b&w/ \$520 color
Inside cover	\$520 color
Back cover	\$520 color

AD SPECIFICATIONS

1/8 page: 21 picas [3.50 in] x 13 picas 6 [2.27 in]
1/4 page: 21 picas [3.50 in] x 28 picas [4.67 in]
1/3 page: 13 picas 8 [2.30 in] x 57 picas [9.50 in]
2/3 page: 28 picas 4 [4.73 in] x 57 picas [9.50 in]
1/2 page: 43 picas [7.17 in] x 28 picas [4.67 in]
full page: 43 picas [7.17 in] x 57 picas [9.50 in]
front cover: 43 picas [7.17 in] x 57 picas [9.50 in]

PUBLICATION DATES

Verde is published six times a year by journalism students at Palo Alto High School. Verde will print five issues and digitally publish one issue. Verde will only advertise for the print issues, The 2015-2016 dates of publication are:

Issue 1 – Oct. 6, 2016
Issue 2 – Nov. 28, 2016
Issue 3 – Dec./Jan. [Digital Issue - Complimentary listing]
Issue 4 – Feb. 23, 2017
Issue 5 – Apr. 10, 2017
Issue 6 – May 25, 2017

PAYMENT TERMS

Payment is due upon completion of the contract. **Checks should be made out to Palo Alto High School, with “Verde” marked in the notes section.** A copy of the Verde magazine will be sent to the advertiser along with a receipt of the payment. The deadline for placing advertisements is two weeks prior to the magazine’s publication date, unless other special arrangements are made. Cancellation of advertisements will not be accepted after this two week deadline.

NON-PROFITS

If a subscription is bought by a non-profit organization (an organization created for a goal other than generating profit for itself or its members) then a 30% discount applies to the price of the ad.

DISCOUNTS

If a subscription for all five issues is bought, a 20% discount applies to the price of the ad.
If a subscription for three issues is bought, a 10% discount applies to the price of the ad.

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ADVERTISER INFORMATION

Business Name _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

Email _____

Authorized Signature _____

Date _____

Student Representative(s)

PUBLICATION DATES

Select all which apply:

10% discount with three insertions

20% discount with five insertions

30% discount as a non-profit

1/8 page

1/2 page

1/4 page

full page

1/3 page

front inside cover

2/3 page

back cover

black and white full color

I would like a free online listing throughout the
2016-17 academic year to accompany my print ad.

ISSUES

Circle the issues in which this ad is to run.

Issue 1 - Oct. 8, 2016

Issue 4 - Feb. 23, 2017

Issue 2 - Nov. 28, 2016

Issue 5 - Apr. 10, 2017

Issue 6 - May 25, 2017

SERVICES

This contract constitutes an agreement between the client named herein and the student magazine Verde at Palo Alto High School, 50 Embarcadero Road, Palo Alto, CA 94301. Telephone (650) 329-3837. Verde magazine agrees to provide the advertising according to the specifications of this contract. The client agrees to provide either a print-ready advertisement or the art and copy necessary to create an advertisement. The staff of Verde magazine is capable of designing an ad for your company to use in Verde magazine, should you need. Ads designed by Verde magazine staff become the property of Verde magazine and may not be used in media other than Verde magazine without proper licensing fees.

The deadline for receiving advertisements is two weeks prior to the magazine's publication date, unless special arrangements are made. The magazine will print publish five times per year, on the dates specified in the bottom left corner.

If any problems arise with ad size, copy or quality, the advertiser will be notified unless the staff had no control over the problems. Occasionally, there can be problems with the printer.

We reserve the right to reject, edit or cancel any advertisement at any time. If a business pays for advertising in advance of publication and the staff decides to cancel the advertising, money will be refunded for remaining ads. Advertising shall be free of statements, illustrations or implications that are offensive to good taste or public decency based upon the opinion of the staff. Advertising shall offer merchandise or service on its merits, and refrain from attacking competitors unfairly or disparaging their products, services, or methods of doing business. The staff may run political advertisements.

The staff will not accept advertisements for products or groups that are racist, sexist, illegal for high school students, or violate the standard journalistic principals (libel, obscenity, invasion of privacy, contributing to the disruption of the orderly operation of the school). Ads which the staff accepts are not an endorsement from the staff, adviser, administration, or PAUSD board of education.

Please supply the following information and fax (650-329-3753) or mail a copy of this form to Verde magazine at the address above. Please keep a copy for your records. The name and address under 'Advertiser Information' is where a copy of Verde magazine and invoice will be mailed.