VERDE MAGAZINE
ADVERTISING CONTRACT 2022-2023

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. Advertisers may provide a print-ready copy, or the student representative can create an advertisement to your specifications. Our staff members have been trained to use Adobe software and will work with you to create an ad that will effectively reach our readers.

ADVERTISING RATES

1/8 page $70 color
1/4 page $90 b&w/ $165 color
1/3 page $120 b&w/ $230 color (Vertical)
2/3 page $145 b&w/ $275 color (Vertical)
1/2 page $180 b&w/ $350 color
Full page $320 b&w/ $570 color
Inside cover $570 color
Back cover $570 color
Digital: $190 /month

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 five times a year by journalism students at Palo Alto High School. The 2021-2022 dates of publication are:

Issue 1 – Sept. 29, 2022
Issue 2 – Nov. 18, 2022
Issue 3 – Feb. 23, 2023
Issue 4 – April 10, 2023
Issue 5 – May 25, 2023

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 Verde Magazine will be sent to the advertiser along with a receipt of payment. The deadline for placing advertisements is two weeks before 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.

NEW: DIGITAL ADS

Digital advertisements will appear on a sidebar on our website (verdemagazine.com) and cost $175 for each month they remain up. Advertisers can renew their digital advertisement after the initial purchase to extend its time on the website.

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.

Palo Alto High School
50 Embarcadero Road
Palo Alto, CA 94301

verdebusiness5@gmail.com
F: (650) 329-3753
T: (650) 329-3837

ADVERTISER INFORMATION & SERVICES

Business Name:

Address:

City/State/Zip:

Phone:

Fax:

Email:

Authorized Signature:

Date :

Student Representative(s):

AD SPECIFICATIONS

Select all which apply:
__ 10% discount with three insertions
__ 20% discount with five insertions
__ 30% discount as a non-profit
__ full page __ 1/2 page __ 1/8 page
__ 1/4 page __ 1/3 page __ 2/3 page
__ black and white
__ full color
__ digital ad

ISSUES

Circle the issues in which this ad is to run:

Issue 1 – Sept. 29, 2022

Issue 2 – Nov. 18, 2022

Issue 3 – Feb. 23, 2023

Issue 4 – April 10, 2023

Issue 5 – May 25, 2023

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 to. Ads signed 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 are 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 editors. 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 standard journalistic principles (re: libel, obscenity, invasion of privacy, contributing to the disruption of the orderly operation of the school). Ads the staff accepts are not an endorsement from the staff, adviser, administration, or PAUSD board of education.

Please supply the following information and email, 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.

Palo Alto High School
50 Embarcadero Road
Palo Alto, CA 94301

verdebusiness5@gmail.com
F: (650) 329-3753
T: (650) 329-3837