



VERDE MAGAZINE

ADVERTISING CONTRACT

2023-2024

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

ADVERTISING RATES

1/8 page \$70 color
1/4 page \$90 b&w/ \$165 color
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]
1/2 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 students at Palo Alto High School. The 2023-2024 dates of publication are:

Issue 1 – Sept. 27, 2023
Issue 2 – Nov. 15, 2023
Issue 3 – Feb. 21, 2024
Issue 4 – March 27, 2024
Issue 5 – May 25, 2024

PAYMENT

Payment is due upon completion of the contract. Checks should be made out to Palo Alto High School, with “Verde Magazine” marked in the notes section. A digital 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 deadline.

DIGITAL ADS

Digital advertisements will appear on a sidebar on our website (verdemagazine.com) and cost \$190 for each month they remain up. Advertisers can renew their digital advertisement after the initial purchase.

DISCOUNTS

- If a subscription for 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.
- If a subscription is bought by a non-profit (an organization created for a goal other than generating profit) a 30% discount applies.

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

tinyurl.com/verdemagazinepayment
verdebusiness5@gmail.com
T: (650) 329-3837

ADVERTISER INFORMATION & SERVICES

Business Name:

Address:

City/State/Zip:

Phone:

Email:

Authorized Signature:

Date :

Student Representative(s):

TERMS

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.

Verde magazine agrees to provide advertising according to the specifications of this contract. The client agrees to either provide a print-ready advertisement or the art and copy necessary for Verde staff to create an advertisement. Ads designed by Verde staff are the property of Verde magazine and may not be used in other media without proper licensing fees.

The deadline for submitting a contract is two weeks prior to each issue's publication date, unless special arrangements are made. Payment is to be collected before publication.

If any problems arise with ad size, copy or quality before an issue is sent to print, the advertiser will be notified. Occasionally there are problems with the printers, which is out of Verde's control.

We reserve the right to reject, edit or cancel any advertisement at any time. If a payment has been made and the staff decides to cancel the advertising, the client 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.

Verde 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). Accepting an ad is not an endorsement from the staff, adviser, administration or PAUSD.

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
☐ black and white ☐ full color ☐ digital ad

ISSUES

Circle the issues in which this ad is to run:

Issue 1 – Sept. 27, 2023

Issue 2 – Nov. 15, 2023

Issue 3 – Feb. 21, 2024

Issue 4 – March 27, 2024

Issue 5 – May 25, 2024

To place an advertisement, fill out the fields to the left and email or mail a copy of this form to Verde magazine. Please keep a copy for your records.

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