

Lawrence High School

The Budget Newspaper Ad Rate Card 2018-19

Print ads (for 1,500 copies of The Budget)

SIZE	Black & White Per Issue	Color Per Issue
Sixteenth page (1.65" x 2.3")	\$14	\$18
Eighth page (3.45" x 2.3")	\$28	\$34
Quarter page (3.45" x 4.7")	\$60	\$68
Half page (7" x 4.7")	\$120	\$132
Full page (7" x 9.5")	\$240	\$262
Don't see the size you want? Call to request prices for a specific ad size.		
Add an online ad to your print ad for just \$15! Ads will remain online about four weeks at lhsbudget.com .		

All ad artwork and inserts are due 12 days before the run date.

Insert Rates

Customer-provided insert <i>The Budget inserts into paper</i>	\$75
Inserts on white paper <i>The Budget copies customer-provided ad in black ink on white paper and inserts.</i>	\$105
Inserts on color paper <i>The Budget copies customer-provided ad on color paper and inserts. Color options include goldenrod, blue, cherry, salmon and orchid.</i>	\$120
Color copy/cardstock inserts <i>The Budget can make color copies on regular paper or cardstock. Contact us for a quote.</i>	varies

Ad Contract

Company Name: _____

Contact Name: _____

Billing Address: _____

Phone: _____ Fax: _____

Email: _____

Ad Size: Sixteenth page Eighth page Quarter page Half page Full page

ONLINE OTHER _____

Cost calculator: _____ (ad cost) x _____ (No. of issues) = _____

\$15 (online cost) x _____ (No. of issues) = _____

Total = _____

Payment (check one): Cash Check Bill (by issue) Bill (quarterly)

Please note: There will be a \$5 service fee for each past due balance.

Select your run date

Please mark your run dates with checkmarks. Dates are subject to change.

- Sept. 20 (Ad deadline is Sept. 7)
- Oct. 18 (Ad deadline is Oct. 5)
- Nov. 15 (Ad deadline is Nov. 2)
- Dec. 14 (Ad deadline is Nov. 30)
- Feb. 7 (Ad deadline Jan. 25)
- March 7 (Ad deadline Feb. 22)
- April 11 (Ad deadline March 29)
- May 9 (Ad deadline April 26)

Contact Us

1901 Louisiana St.
Lawrence, KS 66046
(785) 832-5054, FAX
(785) 330-1891, PHONE
Budget online: lhsbudget.com
Email: lhsbudget@gmail.com

Journalism adviser

Barbara Tholen
btholen@usd497.org

Check here to request proofs: Proofs Sent Proof Approved

Customer Signature: _____ Student name: _____