

NEWSPAPER AD RATES THE BUDGET/LAWRENCE HIGH



PRINT ADS (FOR 1,500 COPIES OF THE BUDGET)

AD SIZE/ALL IN COLOR	COST PER ISSUE
Sixteenth page (1.65" x 2.3")	\$19
Eighth page (3.45" x 2.3")	\$35
Quarter page (3.45" x 4.7")	\$68
Half page (7" x 4.7")	\$132
Full page (7" x 9.5")	\$262

INSERT RATES

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

+ONLINE AD

Add an online ad to your print ad for just \$15! Ads will remain online about four weeks at lhsbudget.com.

PLEASE NOTE

- Request prices for ad sizes not listed.
- Staff can design ads for your approval.



AD CONTRACT

COMPANY NAME: _____

CONTACT NAME: _____

BILLING ADDRESS: _____

PHONE: _____ EMAIL: _____

AD SIZE: Sixteenth page Eighth page Quarter page Half page Full page

Online Other Size _____

COST CALCULATOR: _____ (print ad cost) x _____ (No. of issues) = _____

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

TOTAL = _____

PAYMENT (CHECK ONE): Cash Check Bill

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

CUSTOMER SIGNATURE: _____

STUDENT SALES REP NAME: _____

SELECT YOUR RUN DATE

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

Sept. 19 distribution

Ads due Sept. 6

Oct. 17 distribution

Ads due Oct. 4

Nov. 14 distribution

Ads due Nov. 1

Dec. 12 distribution

Ads due Dec. 2

Feb. 20 distribution

Ads due Feb. 7

March 30 distribution

Ads due March 6

April 23 distribution

Ads due April 10

May 12 distribution

Ads due May 1

CONTACT US

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