

2011-2012 Rate Card

Standard Sizes	B&W/Color
1 col. x 2 in.	\$12/\$20 color
1 col. x 3 in.	\$18/\$30 color
1 col. x 4 in.	\$24/\$40 color
1 col. x 5 in.	\$30/\$50 color
1 col. x 6 in.	\$36/\$60 color
2 col. x 2 in.	\$24/\$40 color
2 col. x 3 in. (B. Card)	\$36/\$60 color
2 col. x 4 in.	\$48/\$80 color
2 col. x 5 in.	\$60/\$100 color
2 col. x 6 in.	\$72/\$120 color
2 col x 7 in. (1/4)	\$84/\$140 color
4 col x 7 in. (1/2)	\$168/\$280 color
4 col x 13 in. (Full)	\$336/\$560 color

General Info:

Base prices:

\$6 per column inch for B & W
\$10 per column inch for Color
Column Width = 2 1/2 inches wide

10% Discounts Available:

Ads Paid in Advance
3+ Ads Purchased
School Organizations/Students
Renaissance Sponsors

*One discount applied per customer

2011-2012 Publication Dates

Issue 1	Aug. 19
Issue 2	Sept. 9
Issue 3	Oct. 7
Issue 4	Nov. 4
Issue 5	Dec. 2
Special Edition	Dec. 19
Issue 6	Jan. 27
Issue 7	Feb. 24
Issue 8	March 15
Issue 9	April 20
Issue 10	May 18

*Advertisers will be notified of changes to the schedule.

Online Advertising

In addition to print ads, we now offer ads on lhsimage.com. Your ad will run online for one week each month the print ad runs.

Pricing/Availability:

Purchase 5+ print ads =
option to purchase an online ad for \$50
Purchase an ad in every print issue (except #1) =
any 3 months free

*Online ads only available in addition to print ads

*Sizes are standard

Special Events 2011-2012

- Aug. 17-School Begins
- Oct. 1- Homecoming Dance
- Feb. 18-Turnabout Dance
- March 13-Academic Pep Assembly
- TBA-Prom
- May 24-Graduation

Image Advertising Information 2011-2012

Inside:
Publication Dates
Ad Policies
Rate Sheet
Image Facts

Contact Info:

Lafayette High School
17050 Clayton Road
Wildwood, MO 63011
(636) 733-4118
FAX: (636) 458-7219

email:
smithnancy@rockwood.k12.mo.us
web site:
www.lhsimage.com

Image Advertising Policies

1. Advertising rates for 2011-2012

Black & White ads: 1 column inch -\$6

Color ads: 1 column inch-\$10

10% Discounts (only one per customer--discount is taken off TOTAL bill)

*Ads for school organizations/students/Renaissance sponsors

*Ads paid in advance

*Three+ ads

2. Ads must be ready at least 10 days in advance of publication.

3. All ad copy must be picked up by a staff member or delivered/sent to:

Image Staff

Lafayette High School

17050 Clayton Rd.

Wildwood, MO 63011

We encourage e-mailed files at smithnancy@rockwood.k12.mo.us

Files must be *high resolution* and in the following format: JPEG, TIFF or PDF

4. Ad copy may be prepared entirely by the advertiser or the student advertising representative, or both.

5. If ad copy is not available 10 days before publication, the most suitable advertisement will be run.

6. The size of contracted ads may be changed; however, the *Image* must be notified at least 10 days in advance.

7. Advertisers must pay for all ads recorded on the contract.

8. Statements and copies of the *Image* with tearsheets will be mailed.

9. Proofs of the ads can be made available but must be requested in advance. The *Image* must be notified of any corrections/changes 10 days before scheduled publication.

10. If a problem arises, please call the *Image* and leave a message for Mrs. Nancy Smith at (636) 733-4118 or e-mail us at smithnancy@rockwood.k12.mo.us

11. The *Image* reserves the right to refuse any business which seeks to advertise any product or service which is illegal or generally considered unhealthy or undesirable for the students at Lafayette.

12. Billing Policy

Advertisers may pay in advance or after ads are published. The *Image* reserves the right to stop publishing ads if payment for previous ads are delinquent. All advertisers will receive a copy of the paper and a tearsheet with their account statements each month.

Why advertise in the *Image*?

Great Circulation

- Circulation of 1,500 copies
- Posted on our online site in permanent archives
- Over 200 subscriptions mailed to parents and community members
- Free papers distributed to students and staff at Lafayette

Great Value

- Reasonable rates allow you to advertise more frequently and choose larger ads
- Teens possess tremendous buying power and influence family purchasing
- Advertising in our paper is smart because it is easy to target your product or service to our readership

Great Staff

- A separate business staff supervised by a faculty adviser makes sure your account is handled professionally
- Student artists, photographers and designers are available to assist you in designing the perfect advertisement

Great Partnership

- Your ad is what we depend on for our income. We are self-supporting and rely on ads to cover our printing costs. By investing in the *Image*, you help students in the journalism meet their educational goals.