THE PANTHER PRINTS

Plano East Senior High School
Advertising Rates 2015-2016

Platinum Panther $2,500
Video Announcement Coverage twice a month for the school year
Web ad for 12 months
Print ad space (all issues- size to be determined)
Monthly tweet/social media advertisement for the school year
Total Value= $4,000, savings $1,500

Golden Panther $600
Web ad for 6 months
Print ad space (all issues- size to be determined)
Total Value= $1,300, savings $700

Silver Panther $400
Print ad space (all issues- largest size available- minimum ¼ page)
Total Value= $400-$800, savings up to $400

Bronze Panther $300
Web ad for 3 months
Total Value= $450, savings $100

A la carte
1. *Commercial for video announcements-* only goes to one advertiser $800
2. *Bi-monthly video announcement plug/ticker-* $100
3. *Monthly web ad space-* $150
4. *Print ad space-* $200 (1/4 page- half page)
5. *Full page back cover print ad space-* $300
6. *Social Media advertising-* $100 (2 tweets or instagram posts)
7. *Print Inserts-* $250 (inserts must be provided)
8. *Sponsorship-* $50 recognized on website under sponsorships section for the year & video announcements

Ad Price:_____

$50 Design Fee (circle one) yes/no

Total: _____
(circle one) Cash Check #
payable to PISD

Notes:

Business Name:
Contact Person:
Address:
Phone Number:
Email:
Representative Signature:
Date:

Newspaper Representative:
Contact:
Date:

Who will see your advertisement?
Video Announcement Views= 3,242 viewers
Twitter Followers= _____
Student Body Enrollment= 2,992
Staff/Faculty= 250

Print Publication Details:
Print circulation and frequency will be dependent upon funds raised. There will be a minimum of two (December and May issues) and a maximum of four (November, December, March and May) with 1,500-2,000 copies.

Thank you for advertising with *The Panther Prints*. Please note that advertising may be edited for libel, inappropriate content, grammatical errors and misinformation. *The Panther Prints* reserves the right to refuse any advertising. Signing indicates a binding contract between the above named business and the Plano East student newspaper. Prices are non-negotiable. *Advertisements will not be printed until payment has been received.* If you have any questions regarding your format, please feel free to contact the PESH Publications department at 469-752-9033 or by email at eastpub@pisd.edu. For a $50 fee, we will design your advertisement for you. Acceptable document types for submitting advertisements are: jpeg, tiff, pdf. Word documents are not considered an acceptable format. Print advertisements should be created at 300 dpi and online advertisements should be created at 72 dpi.