

THE PANTHER PRINTS

PLANO EAST SENIOR HIGH SCHOOL ADVERTISING RATES

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 \$150

Business Name:

Contact Person:

Address:

Phone Number:

Email:

Representative Signature:

Date:

Who will see your advertisement?

Video Announcement Views=

Twitter Followers= _____

Student Body Enrollment=

Staff/Faculty= 250

A la carte

1. Bi-monthly video announcement plug/ticker- \$100

2. Monthly web ad space- \$150

3. Print ad space- \$200 (1/4 page- half page)

4. Full page back cover print ad space- \$300

5. Social Media advertising- \$100

(2 tweets or instagram posts)

6. Print Inserts- \$250 (inserts must be provided)

7. Sponsorship- \$50

recognized on website under sponsorships

section for the year & video announcements

8. Commercial for video announcements-

Cost of production for a 30-second spot = \$800

Cost per air date = \$200

10% discount given when production

and air dates are purchased together.

**Previously produced commercials can be used.*

Ad Price: _____

\$50 Design Fee (circle one) yes/no

Total: _____

(circle one) Cash Check #
payable to PISD

Notes:

Newspaper Representative:

Contact:

Date:

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.