

Lawrence High School

The Budget Newspaper Ad Rate Card 2011-2012

Print ads (black & white) (for 1,200 copies of The Budget)

2" x 2"\$13 per issue	4" x 2"\$26 per issue
2" x 3"\$19.50 per issue	4" x 3"\$39 per issue
2" x 4"\$26 per issue	4" x 4"\$52 per issue
Half page (9.8" x 5.8").....\$180 per issue	Full page (9.8" x 11.5").....\$360

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 \$10! Ads will remain online about three weeks.

ADD COLOR TO YOUR AD
 Reserve a color spot for your ad! Space is limited!
 \$1 per square inch per issue per issue

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

Insert Rates

Customer-provided insert The Budget inserts into paper \$75
Inserts on white paper The Budget copies customer-provided ad in black ink on white paper and inserts. \$100
Inserts on color paper The Budget copies customer-provided ad on color paper and inserts. Color options include goldenrod, blue, cherry, salmon and orchid. \$115
Ad designed by Budget staff for customer approval Add up to \$20

Ad Contract

Company Name: _____
 Contact Name: _____
 Billing Address: _____
 Phone: _____ Fax: _____
 E-mail: _____

Ad Size: 2x2 2x3 2x4 4x2 4x3 4x4 Half page Full page
ONLINE OTHER _____

Cost calculator: _____ (ad cost) x _____ (No. of issues) = _____
 \$1 (color option) x _____ (sq inches) x _____ (No. of issues) = _____
 \$10 (online cost) x _____ (No. of issues) = _____
 Total = _____

Payment (check one): Cash Check Bill (by issue) Bill (by month)
 *Please note: There will be a \$5 service fee for each past due balance.

Check here to request proofs: Proofs Sent Proof Approved

Customer Signature: _____ Student name: _____

Select your run date

Please mark your run dates with checkmarks. Dates are subject to change.
 Sept. 14 (Ad deadline is Sept. 2)
 Oct. 5 (Ad deadline is Sept. 23)
 Oct. 26 (Ad deadline is Oct. 14)
 Nov. 16 (Ad deadline is Nov. 4)
 Dec. 14 (Ad deadline Dec. 2)
 Jan. 25 (Ad deadline Jan. 13)
 Feb. 15 (Ad deadline Feb. 3)
 March 7 (Ad deadline Feb. 24)
 April 11 (Ad deadline March 30)
 May 2 (Ad deadline April 20)
 May 15 (Ad deadline May 4)

Contact Us

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