

**UNIVERSITY HIGH**  
**Paw Print**

**2010-2011**

**Advertisement Packet**

**Karissa Korf, Business Advertisement Manager**

**University High School**  
**6525 West 18<sup>th</sup> Street**  
**Greeley, Colorado 80634**  
Newsroom: (970) 506-7036  
Mr. Justin Boyd, Adviser  
[karissa@uhpawprint.com](mailto:karissa@uhpawprint.com)

- Advertisement Contract**
- Advertising Policy and Procedures**
- Sample Ad Sizes**



UNIVERSITY HIGH SCHOOL PAWPRINT  
NEWSPAPER  
6525 WEST 18<sup>TH</sup> STREET GREELEY, CO 80634

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July 16, 2010

Businesses and Advertisers,

The 2010-2011 Pawprint year has begun with promise. The Pawprint Business team has revamped itself! Not only do we now offer more as far as sizes are concerned, but prices have been redone to be more buyer friendly. The Pawprint has not only changed the way we do business but now we're going out into the community! A delivery system has now been installed. The Pawprint is on order to be sent out to homes across Greeley. Not only have we gone postal, we have now opened up to a digital world. The Pawprint is now online as well as in hard copy. Check us out @ [UHPawprint.com](http://UHPawprint.com) **advertise with us online**. The website features news stories from the staff, sports updates, community events and advertisers just like you!

All of these changes and adjustments to help better the Pawprint not only help us, but they help you. The voice of the Pawprint doesn't want just news or stories. We want local businesses around town to tell us about your business. Let us do a feature on you! Tell the community about you through us. Advertise with us! University Schools is a K-12 school, but it doesn't stop there. Along with all of those students are families, those families make up a community. Through our new postal system of patrons and our brand new website that many subscribe to, let the community see your business through us!

We look forward to helping your business and seeing your advertisement circle around town through our newly upgraded Pawprint Newspaper.

Thank you,

Karissa Korf,  
Business Advertisement Manager  
University High School Pawprint

Justin Boyd, Adviser  
University High School Pawprint

# UNIVERSITY HIGH Paw Print 2010-2011

University High School  
6525 West 18<sup>th</sup> Street  
Greeley, Colorado 80634  
Newsroom: (970) 506-7036  
Karissa Korf, Business Advertisement Manager  
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## Advertising Contract

Name of Business: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Advertiser Initials	Issue Publication Dates (School Events Previewed)	Ad Copy Due	Ad Size	Ad Cost	Special Instructions
	<b>September 2010</b> (Back-to-school; fall sports; Homecoming preview)	9/8			
	<b>October 2010</b> (Homecoming; Halloween; Play)	10/6			
	<b>November 2010</b> (Thanksgiving, winter sports kickoff)	11/10			
	<b>December 2010</b> (Holiday break, State Spirit)	12/8			
	<b>January 2011</b> (Winter Ball; Prev. Valentine's Day)	1/19			
	<b>February 2011</b> (Spring Sport kickoff; Spring Break)	2/22			
	<b>March 2011</b> (Prom Preview; CSAP)	3/24			
	<b>April 2011</b> (Prom; Spring Sports)	4/13			
	<b>May 2011</b> (Senior Edition; Graduation; Summer)	5/12			

I agree to purchase the following *Pawprint* advertising space on the publication dates initialed above. I agree to pay the total price listed on the advertising rates sheet per issue. I also agree to follow *Pawprint* advertising policies, information and procedures outlined on the back of this page.

\_\_\_\_\_  
Signature of Advertiser Date

\_\_\_\_\_  
Print Advertiser's Name UHS Paw Print Salesperson

# Advertising Policies, Information and Procedures

## GENERAL

- The *Paw Print* staff reserves the right to refuse any advertiser or advertisement. The staff will examine all advertising submitted for inappropriate material or material in poor taste.

## DUE DATES

- All advertising and/or ad copy is due at the school on the dates listed on the Advertising Contract sheet.

## SIZES AND PRICES

- Advertisements are priced based on \$1.20 per square inch.
- To purchase a color advertisement the cost of the ad will increase by 25% of the original ad price.
- Design-If you would like an ad designed for your company we can have our team of specialized graphic designers costume make an ad to publicize your business!
- Design prices will vary based on the size of ad you wish to purchase.
- The sizes shown on the price sheet attached are printed on an 8.5 x 11 sheet of paper and are proportional to the sizes of the newspaper which is 11 x 17. Measurements shown in the ad boxes reflect actual sizes.

## AD PREPARATION

- Advertisers may either submit print-ready ads (to be picked up by a student staff member or delivered/mailed to University High School c/o Justin Boyd, adviser or emailed to [jboyd@universitieschools.com](mailto:jboyd@universitieschools.com)) or have Pawprint design an ad for you. A proof of that ad may be requested by the advertiser before that issue's ad copy due date. If the advertiser does not request to see a proof prior to the ad copy due date, then the advertiser must be satisfied with the ad.
- Advertisers should email the advertisements in the following forms to guarantee quality reproduction: pdf, jpeg, and original development program file.

## PLACEMENT

- The *Paw Print* staff will make every effort to grant ad placement requests (ie. In sports, in features, in news, etc.) from advertisers. However, the staff cannot guarantee specific ad placement spots. Additionally, the staff will make every effort to place advertisement coupons at the lower outside corner of pages for easy clipping.

## PROOF OF PUBLICATION

- Advertisers will be mailed an invoice and a copy of the newspaper as proof of publication. The advertiser must contact the Business Ad Manager or adviser to point out any errors in the advertisement within two weeks. After that, the staff will assume the ad was satisfactory. If it was not satisfactory, the staff and advertiser will agree on appropriate ad space credit.

## **PAYMENT**

- Ad payment must be made along with the submission of any ad unless other arrangements have been approved by the adviser. Checks are payable to University Schools. Checks may be given to the salesperson or delivered/mailed to *Pawprint*, University High School, 6525 W. 18<sup>th</sup> Street, Greeley, CO 80634.
- Payment can be made upfront and will be followed by an invoice saying payment has been received.
- For those wishing to pay after the ad has been created we bill you by sending you an invoice saying you still owe money.

Full Page Ad Size

15.3" x 10.5"

\$190

5" x 10.5"

\$63

Half Page Ad Size

10.5" x 7.6"

\$96

5" x 5"

\$30

2" x 5"

\$12

7.6" x 2"

\$18

2" x 10.5"

\$25

What to put on an ad?

- Business
- Logo
- Coupons
- Maps
- Directions
- Images
- Specials
- Menu Items
- Address
- Phone

### Prices

- Advertisements are priced based on \$1.20 per square inch.
- To purchase a color advertisement the cost of the ad will increase by 25% of the original ad price.
- Design-If you would like an ad designed for your company we can have our team of specialized graphic designers costume make an ad to publicize your business!

Design prices will vary based on the size of ad you wish to purchase.

All designs created through Pawprint will be proofed by you as the buyer to make sure it fits your standards!

### Design Costs

5" x 5" - \$15

7.6" x 2" - \$9

2" x 5" - \$6

2" x 10.5" - \$12.50

5" x 10.5" - \$25

Half Page - \$35

Full Page - \$35