

2011-2012 PRINT ADVERTISING CONTRACT

HiLite/Carmel High School Student Newspaper

Indiana's Largest-Circulation High School Newspaper

520 East Main Street • Carmel, IN 46032-2299

Email ads@hilite.org • Fax 317.571-4066

Jim Streisel, adviser (317.846-7721, Extension 7108)

HiLite production room (317.846-7721, Extension 7143)

More information at www.hilite.org/ads-info

Business name: _____

Billing address: _____

City, state and zip: _____

Business phone: _____ Fax: _____

Web site: www. _____

E-mail: _____ @ _____

Printed name of purchaser: _____

If agency is designing ad, please provide contact name and phone: _____

AD SIZE AND COST INFORMATION (CHECK BOX THAT APPLIES):

- Full page:** 61p6 picas wide by 70p6 picas deep **or**
10.25 inches wide by 11.75 inches deep / \$300
- 1/2 page (horizontal):** 61p6 picas wide by 34p3 picas deep **or**
10.25 inches wide by 5.7083 inches deep / \$175
- 1/2 page (vertical):** 30 picas wide by 70p6 picas deep **or**
5 inches wide by 11.75 inches deep / \$175
- 1/4 page:** 30 picas wide by 34p3 picas deep **or**
5 inches wide by 5.7083 inches deep / \$100
- 1/8 page:** 30 picas wide by 16p6 picas deep **or**
5 inches wide by 2.75 inches deep / \$60

- *Payment is due at the end of the month in which the advertisement is printed. An invoice and tearsheet will be mailed or delivered by ad sales personnel.*
- *Political advertisements must be paid in advance.*
- **Ads canceled after artwork deadline will be charged full amount.**
- *All checks should be made payable to Carmel High School.*

Will the same ad be running the entire year? Yes No

Signature of person purchasing the ad: _____

Printed name of HiLite salesperson: _____

Preferred proof delivery method: Hand delivered Via fax Via e-mail

Publication Dates

- Issue #2: Wednesday, Sept. 14, 2011
Homecoming Issue
Homecoming - Sept. 16
Contract Deadline: Aug. 23
Artwork Deadline: Aug. 31
- Issue #3: Wednesday, Oct. 19, 2011
Contract Deadline: Sept. 14
Artwork Deadline: Sept. 5
- Issue #4: Friday, Nov. 18, 2011
Contract Deadline: Oct. 19
Artwork Deadline: Nov. 4
- Issue #5: Monday, Dec. 12, 2011
Contract Deadline: Nov. 18
Artwork Deadline: Nov. 29
- Issue #6: Friday, Jan. 27, 2012
Contract Deadline: Dec. 12
Artwork Deadline: Jan. 13
- Issue #7: Thursday, Feb. 23, 2012
Contract Deadline: Jan. 27
Artwork Deadline: Feb. 9
- Issue #8: Thursday, March 22, 2012
Spring Break Issue
Contract Deadline: Feb. 23
Artwork Deadline: March 8
- Issue #9: Friday, April 27, 2012
Prom Issue
Prom - May 5
Contract Deadline: March 22
Artwork Deadline: April 13
- Issue #10: Friday, May 18, 2012
Graduation Issue
Contract Deadline: April 27
Artwork Deadline: May 4