

2016-2017 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. _____

Email: _____ @ _____

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:** 47p3 picas wide by 63p9 picas deep *or*
7.875 inches wide by 10.625 inches deep
NOTE: FULL BLEED - Bleed size is 8.375" x 11.125" / \$300
- 1/2 page:** 43p6 picas wide by 30 picas deep *or*
7.25 inches wide by 5 inches deep / \$175
- 1/4 page:** 21p9 picas wide by 30 picas deep *or*
3.625 inches wide by 5 inches deep / \$100
- 1/8 page:** 21p7.125 picas wide by 14p7.119 picas deep *or*
3.5 inches wide by 2.3333 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 and new accounts are the exception to this policy. They must be paid in advance.
- There will be a cancellation fee of \$25 for canceled ads after contract deadline.
- 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 email

Publication Dates

- Issue #2: Wednesday, Sept. 16, 2016
Homecoming Issue
Contract Deadline: Aug. 9
- Issue #3: Friday, Oct. 13, 2016
Contract Deadline: Sept. 16
- Issue #4: Friday, Nov. 17, 2016
Contract Deadline: Oct. 13
- Issue #5: Monday, Dec. 12, 2016
Contract Deadline: Nov. 17
- Issue #6: Thursday, Jan. 27, 2017
Contract Deadline: Dec. 12
- Issue #7: Friday, Feb. 23, 2017
Contract Deadline: Jan. 27
- Issue #8: Friday, March 17, 2017
Spring Break Issue
Contract Deadline: Feb. 23
- Issue #9: Thursday, April 20, 2017
Prom Issue
Contract Deadline: March 17
- Issue #10: Thursday, May 18, 2017
Graduation Issue
Contract Deadline: April 20