

2011-2012 WEB ADVERTISING CONTRACT

HiLite/Carmel High School Student Newspaper

Indiana's Largest-Circulation High School Newspaper

520 East Main Street • Carmel, IN 46032-2299

Phone 317.846-7721, Extension 7143 • 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:

WEB AD PRICING INFORMATION

CHECK BOX(ES) THAT APPLY:

Web ad: \$50 per month

Additional Web slides: \$30 each

Number of additional slides: _____

Note: "Web ad" price includes one ad slide on the HiLite Web site (www.hilite.org), a link to the advertiser's Web site and a listing with Web link among all advertisers for each month. Purchasing "additional Web slides" increases the chance that an advertiser's slide will appear on the site more frequently.

- Payment is due in advance of the month the ad posts to the Web site. If payment is not received with the original contract, an invoice 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.

• Make checks payable to "Carmel High School."

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

If no, a HiLite ad sales rep will contact the advertiser each month for new information.

Signature of person purchasing the ad: _____

Printed name of HiLite salesperson: _____

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

White: Advertiser Yellow: Ad binder Pink: Business Folder Gold: Ad salesperson copy

Publication Dates

(Note: Ad will run for one month, from the first day to the last—i.e. Oct. 1 - 31.)

September 2011
Homecoming, Sept. 24
Contract Deadline: Aug. 23

October 2011
Contract Deadline: Sept. 24

November 2011
Contract Deadline: Oct. 24

December 2011
Contract Deadline: Nov. 23

January 2012
Contract Deadline: Dec. 14

February 2012
Contract Deadline: Jan. 24

March 2012
Contract Deadline: Feb. 21

April 2012
Spring break, April 1 to 10
Prom, April 30
Contract Deadline: March 24

May 2012
Graduation, May 29
Contract Deadline: April 23