2020-21 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

2020-21 Print Advertising Contract

Issue #2: September 2020
Homecoming Issue
Contract Deadline: Aug. 11

Issue #3: October 2020
Contract Deadline: Sept. 16

Issue #4: November 2020
Contract Deadline: Oct. 9

Issue #5: December 2020
Contract Deadline: Nov. 20

Issue #6: January 2021
Contract Deadline: Dec. 14

Issue #7: February
Contract Deadline: Jan. 21

Issue #8: March 2021
Spring Break Issue
Contract Deadline: Feb. 19

Issue #9: April 2021
Prom Issue
Contract Deadline: March 18

Issue #10: May 2021
Graduation Issue
Contract Deadline: April 21

Publication Dates

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: 21p9 picas wide by 15 picas deep or
3.625 inches wide by 2.5 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