

## 2010-2011 Rate Card

Standard Sizes	B&W/Color
1 col. x 2 in.	\$12/\$20 color
1 col. x 3 in.	\$18/\$30 color
1 col. x 4 in.	\$24/\$40 color
1 col. x 5 in.	\$30/\$50 color
1 col. x 6 in.	\$36/\$60 color
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2 col. x 2 in.	\$24/\$40 color
2 col. x 3 in. (B. Card)	\$36/\$60 color
2 col. x 4 in.	\$48/\$80 color
2 col. x 5 in.	\$60/\$100 color
2 col. x 6 in.	\$72/\$120 color
2 col x 7 in. (1/4 Page)	\$84/\$140 color
4 col x 7 in. (1/2 Page)	\$168/\$280 color
4 col x 14 in. (Full Page)	\$336/\$560 color

### General Info:

#### Base prices:

\$6 per column inch for B & W

\$10 per column inch for Color

Column Width = 2 1/2 inches wide

### Discounts Available:

Ads Paid in Advance: 10% off

3+ Ads: 10% off

School Organizations: 10% off

\*One discount applied per customer

## 2010-2011 Publication Dates

Issue 1	September 3
Issue 2	October 1
Issue 3	November 5
Issue 4	December 17
Issue 5	January 28
Issue 6	February 25
Issue 7	April 8
Issue 8	May 13

\*Advertisers will be notified in advance of any changes to the printing schedule.

### Special Events 2010-2011

- Aug. 17-School Begins
- Oct. 16 Homecoming Dance
- Feb. 19-Turnabout Dance
- March 15-Academic Pep Assembly
- April 16-Prom
- May 25-Graduation

# Image Advertising Information 2010-2011

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## Contact Info:

Lafayette High School  
17050 Clayton Road  
Wildwood, MO 63011  
(636) 733-4118  
FAX: (636) 458-7219

e-mail:  
smithnancy@rockwood.k12.mo.us  
web site:  
www.lhsimage.com

# Image Advertising Policies

## 1. Advertising rates for 2010-2011

**Black & White ads: 1 column inch -\$6**

**Color ads: 1 column inch-\$10**

Special Discounts (only one per customer--discount is taken off TOTAL bill)

\*Ads for school organizations/students-10% off

\*Ads paid in advance-10% off

\*Three+ ads-10% off

## 2. Ads must be ready at least 10 days in advance of publication.

## 3. All ad copy must be picked up by a staff member or delivered/sent to:

Image Staff

Lafayette High School

17050 Clayton Rd.

Wildwood, MO 63011

We encourage e-mailed files at [smithnancy@rockwood.k12.mo.us](mailto:smithnancy@rockwood.k12.mo.us)

Files must be **high resolution** and in the following format: **JPEG, TIFF or PDF**

## 4. Ad copy may be prepared entirely by the advertiser or the student advertising representative, or both.

## 5. If ad copy is not available 10 days before publication, the most suitable advertisement will be run.

## 6. The size of contracted ads may be changed; however, the *Image* must be notified at least 10 days in advance.

## 7. Advertisers must pay for all ads recorded on the contract.

## 8. Statements and copies of the *Image* with tearsheets will be mailed.

## 9. Proofs of the ads can be made available but must be requested in advance. The *Image* must be notified of any corrections/changes 10 days before scheduled publication.

## 10. If a problem arises, please call the *Image* and leave a message for Mrs. Nancy Smith at (636) 733-4118 or e-mail us at [smithnancy@rockwood.k12.mo.us](mailto:smithnancy@rockwood.k12.mo.us)

## 11. The *Image* reserves the right to refuse any business which seeks to advertise any product or service which is illegal or generally considered unhealthy or undesirable for the students at Lafayette.

## 12. Billing Policy

Advertisers may pay in advance or after ads are published. The *Image* reserves the right to stop publishing ads if payment for previous ads are delinquent. All advertisers will receive a copy of the paper and a tearsheet with their account statements each month.

# Why advertise in the *Image*?

## Great Circulation

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- Circulation of 1,500 copies
- Posted on our online site in permanent archives
- Over 200 subscriptions mailed to parents and community members
- Free papers distributed to students and staff at Lafayette

## Great Value

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- Reasonable rates allow you to advertise more frequently and choose larger ads
- Teens possess tremendous buying power and influence family purchasing
- Advertising in our paper is smart because it is easy to target your product or service to our readership

## Great Staff

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- A separate business staff supervised by a faculty adviser makes sure your account is handled professionally
- Student artists, photographers and designers are available to assist you in designing the perfect advertisement

## Great Partnership

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- Your ad is what we depend on for our income. We are self-supporting and rely on ads to cover our printing costs. By investing in the *Image*, you help students in the journalism meet their educational goals.