

Your Guide to Advertising in Pearce Student Publications

Newspaper • Yearbook

2016–2017



J.J. Pearce High School

1600 N. Coit Road • Richardson, Texas 75080

Phone: (469) 593-5047

phsponyexpress.org • phsyearbook.org

Pony Express

(Our award-winning student newspaper)

The *Pony Express* is published periodically during the school year. Each press run is 2,500 copies. It is distributed free of charge to students in grades 9-12, as well as to teachers, parents and members of our community through distribution points around the neighborhoods.

Advertising in the *Pony Express* is your best opportunity to reach the young consumers in our community, who spend or influence the spending of millions of dollars every year.

Display Advertising

We offer display advertising in a variety of standard page fractions (see chart below), or we can customize to your preference. Pricing is based on a rate of \$10 per column inch for pre-paid ads (where we receive payment by the publication date). A rate of \$12 per column inch applies if you wish us to bill you after publication. Please note that discounts are offered for larger pre-paid standard fractions, and discounts are also available for "standing" ads running in five or more issues. We ask that you reserve your space at least two weeks before the publication date.

Inserts

As another option, we will insert your pre-printed advertisement in our newspaper. We can accommodate inserts up to letter-size. If you wish, we will design and print your inserts for you and add the cost of printing to your total. You may choose to insert in a full press run for maximum exposure (2,500 inserts), or save money by inserting for student distribution only (2,000 inserts). Please deliver your inserts to us no later than two days before the publication date. All insertion advertising is pre-paid.

Photography

There is no charge for photographs in your ad, but note that there is an additional \$15 charge if you wish us to take pictures for you. You may provide original photographs on paper or in digital format, but please do not ask us to scan photos from other publications (we cannot guarantee the quality).

Publication Schedule

Publication Date	Ad Deadline
October 21, 2016	October 6, 2016
December 9, 2016	November 18, 2016
February 17, 2017	February 3, 2017
April 7, 2017	March 24, 2017
May 19, 2017	May 5, 2017

Contact the Newspaper Staff

Phone
(469) 593-5047

On the Web
phsponyexpress.org

E-mail
staff@phsnews.org

Did you know ...?
We also offer advertising on our website! Visit www.phsponyexpress.org for more information.

Pricing – Standard Page Fractions

Page Fraction	Column Inches	Size (W by D) in Inches	Price (Prepaid)	Price (Billed)
1/16	4 column inches	4 by 2	\$40	\$48
1/8	8 column inches	4 by 4	\$80	\$96
1/4	15 column inches	6 by 5	\$150	\$180
1/2	30 column inches	10 by 6	\$250 <i>(save \$50!)</i>	\$360
Full	60 column inches	10 by 12	\$475 <i>(save \$125!)</i>	\$720

There is an additional \$50 flat charge for full-color ads on our back page. Please call us for availability.

Pricing – Inserts

2,500.....	\$175	2,000.....	\$150
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Mustang 2017

(Our award-winning school yearbook)

The *Mustang* is distributed to students in mid-May of each year. The book typically runs 250 or more pages — **all in full color**. It is purchased by 1,000-plus students, as well as businesses throughout our community, every year. Advertising is placed within the index section of the book, along with senior personal advertising, for maximum exposure.

Yearbook advertising offers a unique opportunity to reach young consumers with a durable message about products or services they will be purchasing at various life stages for many years to come.

Display Advertising

We offer commercial display advertising in one-ninth page increments (see chart at right). Prices range from \$50 for the entry-level size to \$350 for a full-page ad.

Sponsorship Advertising

For a \$25 contribution, we will list your name or your business name on one or more “We Support the Mustangs” pages in the yearbook. Sponsorship advertising is a highly affordable option for those who would like to be recognized for supporting our community’s schools, students and teachers.

Photography

There is no charge to include photographs in your ad, but there is a \$15 charge if you wish us to take pictures for you. You may provide original photographs on paper or in digital format, but please do not ask us to scan photos from other publications (we cannot guarantee the quality).

Electronic Submission

If the materials for your advertisement are in digital format, you may wish to e-mail them to us or submit them on a CD. We cannot accept materials saved to other media. For best results, raster (bitmapped) images should be saved at a minimum of 300 dpi at actual size in JPG or TIF format. Please send all digital images as separate files. You may send your pre-designed ad to us in InDesign, Illustrator, Photoshop or Acrobat (PDF) format. Contact us if you need additional information about submitting digital files.

Payment

Make your check payable to “Pearce High School” and mail to the address at right. *Personal checks require a driver’s license number and date of birth on the check!* You may also contact your account rep for pickup.

Contact the Yearbook Staff

You may contact us by phone or e-mail. *Please communicate with your account representative whenever possible.*

Specific contact information for your account rep is located on the back page.

Phone
(469) 593-5047

On the Web
physyearbook.org

E-mail
staff@physyearbook.org

Pricing – Yearbook Display Ads

Size	Dimensions (approximate)	Price
1	2.75 inches wide by 3.5 inches tall	\$50
2a	5.5 inches wide by 3.5 inches tall	\$90
2b	2.75 inches wide by 7 inches tall	\$90
3a	8.5 inches wide by 3.5 inches tall	\$125
3b	2.75 inches wide by 10.75 inches tall	\$125
6	8.5 inches wide by 7 inches tall	\$225
9	8.5 inches wide by 10.75 inches tall	\$350

Mailing Address

Journalism Department
J.J. Pearce High School
1600 N. Coit Road
Richardson, TX 75080

1/16 Page *Newspaper* Ad

Size 1 *Yearbook* Ad

1/8 Page *Newspaper* Ad

Sample Ad Sizes

Walter Gast, *Publications Adviser*
Michael Evans, *Principal*

Your Account Representative:

E-mail address:

Home phone:

Cell phone:

Best time and method to reach your representative:
