

J.J. Pearce High School Newspaper Advertising Order

Advertiser: _____
 Attention: _____
 Address: _____
 City/State/Zip: _____
 Phone: _____
 Fax: _____
 E-Mail: _____

The J.J. Pearce High School Journalism Department publishes a tabloid-sized newspaper, the *Pony Express*, periodically during the school year. Prices for ads are based on a rate of \$10 per column inch prepaid, or \$12 per inch billed. A \$25 service charge is added for returned checks or if second billing is required. Ads are sold on a first come, first served basis. Circulation is approximately 2,500. The newspaper is distributed free to students in grades 9-12 and at circulation points around the community.

The minimum size for an ad is 4 column inches. We provide total design services at no extra charge. Camera-ready art should be submitted digitally or in black ink on white paper. Please check to make certain that instructions are clear, logos are provided, expiration dates are current, etc. See our rate sheet for more information.

It is agreed that the Journalism Department and Pearce High School assume no responsibility for the truth of the matter asserted in any copy submitted, and the right is reserved to refuse advertising in keeping with the policies of the Richardson Independent School District.

J.J. Pearce High School • 1600 N. Coit Rd. • Richardson, TX 75080
Phone (469) 593-5047
staff@phsnews.org
www.phsponyexpress.org

Account Representative: _____

Advertiser Signature: _____

Please provide a sketch or *specific, detailed instructions* for your ad:

Standard: 1/16 page 1/8 page 1/4 page 1/2 page full page

Custom: W: _____ (columns) by D: _____ (inches) = _____ Total Inches

Run this ad in these issues:

- October 21, 2016
- December 9, 2016
- February 17, 2017
- April 7, 2017
- May 19, 2017

If our print publication dates are not timely for your advertisement, please consider advertising on our website at www.phsponyexpress.org. Contact your Account Representative for more information.

Prepaid Display (Total Inches x \$10) <i>or</i>	
Billed Display (Total Inches x \$12)	
Inserts <input type="checkbox"/> 2,000 (\$150) <input type="checkbox"/> 2,500 (\$175)	
Photographer's Fee (\$15 each session)	
<input type="checkbox"/> Total Due <input type="checkbox"/> Total Paid	<input type="checkbox"/> Cash <input type="checkbox"/> Check
	\$