



Contact Ad Manager: Sarah Gillund
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Advertising Information • 2008 – 2009 School Year

To make matters easier for both our editors and our advertisers, all ad copy sizes have been predetermined. Therefore, ad space is no longer sold by “column inches”; rather, advertisers choose from a pre-set range of size and shapes.

Advertisements should be submitted in either .pdf, .jpg or .tif file formats via e-mail or digital media. Microsoft Office files are *not* accepted in any form.

Dimensions:

Full page:	10" x 15.725"	Columns:	5
Column width:	1.8667"	Gutter:	0.1667"

Rates:	Dimensions (W x H)	Price in Dollars
One Column		
Size 1	1.8667" x 3"	24.00
Size 2 (1/8 vertical)	1.8667" x 5"	36.00
Size 3	1.8667" x 11"	80.00
Two Columns		
Size 4	3.9" x 3"	46.00
Size 5 (1/8 horizontal)	3.9" x 5"	80.00
Size 6	3.9" x 7"	106.00
Size 7	3.9" x 9"	138.00
Size 8	3.9" x 11"	172.00
Three Columns		
Size 9	5.9333" x 3"	70.00
Size 10	5.9333" x 5"	106.00
Size 11 (1/4 vertical)	5.9333" x 7"	172.00
Size 12 (1/2 vertical)	5.9333" x 15.725"	450.00
Four Columns		
Size 13	7.9667" x 3"	104.00
Size 14 (Junior 1/2 page)	7.9667" x 8"	295.00
Size 15 (Junior 3/4 page)	7.9667" x 11"	375.00
Five Columns		
Size 16 (1/4 horizontal)	10" x 3.9"	210.00
Size 17 (1/3 horizontal)	10" x 5"	275.00
Size 18 (1/2 horizontal)	10" x 8"	400.00
Full Page	10" x 15.725"	715.00

2008-09 Schedule of Issues

These dates are tentative.

Paper Out

September 19
September 26
October 3
October 10
October 17
November 7
November 14
November 21
December 5
December 12
January 23
January 30
February 6
February 13
February 20
February 27
March 6
March 13
April 3
March 17

Deadline for Ads

September 15
September 22
September 29
October 6
October 13
November 3
November 10
November 17
December 1
December 8
January 19
January 26
February 2
February 9
February 16
February 23
March 2
March 9
March 30
March 13

Note: Please read the advertising policies for more information regarding content placement and payment.