



Student Media

MOUNTAIN VISTA HIGH SCHOOL

10585 Mountain Vista Ridge • Highlands Ranch, CO 80126

303.387.1500 (main office) • 303.387.1501 (FAX)

Adviser: Mark Newton, MJE • E-mail: mark.newton@dcsdk12.org



DISCOUNTS:

(check all that apply):

(1) 10% may be deducted from the cost of any advertisement paid at time of signed agreement.

(2) 10% may be discounted for purchasing display advertisements in three or more issues of the news magazine at the same time.

Eagle Eye is a monthly news magazine with a circulation of approximately 1,750.
Aerie yearbook is an annual publication with a typical press run of about 1,900.
Mountain Vista High School has approximately 2,300 students, plus 125 faculty and staff.

News Magazine: All ad copy and advertisement sizes and specifications must be in the hands of the school newspaper staff two weeks prior to publication date. Camera-ready ads are due one week prior to publication date. Submit/Share digital files to the above e-mail address.

Yearbook: Please contact us for information.

Website: Please contact us for information.

Broadcast: Please contact us for information.

Athletic Event Broadcast: Please contact us for information.

Accounts: All accounts will be payable two weeks following publication. Bills not paid on time will be charged 5% per month of the outstanding amount due. A \$25 service charge will be charged for all returned checks. One tearsheet and/or copy will be provided with the first bill.

Contact: The best way to contact us is via email.

Business Name _____

Address _____ Telephone _____

Mailing address for billing _____

_____ ZIP _____

E-mail: _____

The undersigned business/person hereby agrees to purchase at the designated price on the back side of this document:

_____ - page of advertising space in the **news magazine** for \$ _____ .

a _____ sponsorship of the news magazine for \$ _____ .

SPECIAL OPTIONS (extra cost; see back page)

full four-color | premium placement on page 2 (near table of contents) or back page.

Advertiser Contact Person (please print) _____

Advertiser Signature _____

Student Salesperson _____

Amount paid \$ _____ Check# _____ Cash _____ MoneyOrder _____

NEWS MAGAZINE ISSUES

(mark all that apply):

No. 1
Date: October 2017

No. 2
Date: December 2017

No. 3
Date: March 2018

No. 4
Date: May 2018

Notes:

• All dates are tentative and will be determined throughout school year.

THANK YOU FOR ADVERTISING WITH US!

Advertising Rates

VISTAj STUDENT MEDIA Mountain Vista High School

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NEWS MAGAZINE

Eagle Eye news magazine

> **Single Issue**
(based on 2-column layout)

Eighth-page, \$40
(3.5 inches x 2.25 inches)

Quarter-page, \$75
(3.5 inches x 4.5 inches)

Half-page, \$135
(7 inches x 4.75 inches)
(3.5 inches x 9.5 inches)

Full-page, \$250
(7 inches x 9.5 inches)

> Ad measurements also available
in picas/points

> **Add Color (spot or full)**

To eighth, *add \$5*
To quarter, *add \$10*
To half, *add \$15*
To full, *add \$20*

> **Guaranteed Premium
Placement on page 2 or 32**

To eighth, *add \$10*
To quarter, *add \$15*
To half, *add \$20*
To full, *add \$25*

> Page 2: opposite table of contents

> Page 32: back cover

> Our choice as to what page, 2 or 32

> **Pre-printed single-page
inserts (one- or two-sided)**
(20¢ each / 1,500 on-campus total)
\$300

> Some multi-page newspaper, magazine,
booklet inserts are subject to an increased
special rate. Please contact us for current
pricing.

SPONSORSHIPS/DONATIONS

Mountain Vista Media

> **Level**
(includes mention in magazine)

Green, *\$5-\$49*
Silver, *\$50-\$99*
Gold, *\$100-\$199*
Platinum, *\$200+*

PREFERRED PHOTOGRAPHER

Aerie yearbook

> Please contact our us for more
detailed information.

> Class of 2018 Deadline: Dec. 8,
2017

THE FINE PRINT ON ADVERTISING

Advertisements will only be placed after the signed contract has been received by the publication.

We can not guarantee placement for any advertisement received after the deadline.

An advertisement may not be cancelled after the deadline.

We will not accept any advertisement for any product or service that is illegal for those under 18 to own, consume or purchase.

We can design advertisements. Pre-publication proofs will be provided, if asked.

THE FINE PRINT ON SUBMITTING ADVERTISING

Camera-ready ads should be in the CMYK color format and saved in the PDF or EPS format at 300 ppi. Please call for additional information or if you wish to submit an advertisement in a different format.

Advertisements may submitted via e-mail or shared via a cloud-based or file-transfer service.

We will confirm via email receipt of any ad submitted.

1/8 PAGE = \$40
3.5" x 2.25"
Note: Alternative sizes may
be available.

"Eagle Eye" NEWS MAGAZINE

09.01.2017 | 2017-18

1/4 PAGE = \$75
3.5" x 4.5"
Note: Alternative sizes
may be available

1/8 PAGE = \$40
3.5" x 2.25"
Note: Alternative sizes may
be available

1/2 PAGE = \$135
7" x 4.75" or 3.5" x 9.5"

FULL PAGE = \$250
7" x 9.5"

- NOTES -

All ads (except full) may be purchased horizontal or vertical.
Paper Size: Magazine at 8.25" x 10.75"
Distribution: 1,750 on campus

*All sizes
are approximate.*