



Mountain Vista Media

AERIE YEARBOOK

10585 Mountain Vista Ridge • Highlands Ranch, CO 80126

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



2017 Preferred Photographer Program

for 2016-2017 school year | Senior Class of 2017

Aerie yearbook is an annual publication with a typical press run of about 1,750 of a student body of about 2,200. *That's 80 percent market penetration!*

Deadlines and Submission: Ad must be received by 11 a.m. on Friday, Dec. 11, 2015. Submit digital file (see back) as PDF via email to: mark.newton@dcsdk12.org.

Accounts: Bills not paid by the due date(s) identified below will be charged 5% per month of the outstanding amount due each month the bill is not paid. A \$25 service charge will be charged for all returned checks.

Business Name _____

Contact Name _____

Address _____ Telephone _____

Mailing address for billing _____

_____ ZIP _____

A MVHS Aerie Preferred Photographer will receive:

- A full-page color advertisement in the 2016 yearbook (\$400 value).
- A promotional brochure/flyer (produced by you) will be included in a mass mailing to all 2017 seniors in the late spring of 2016.
- Space to promote your company at one or both of our 2016 yearbook distribution event(s) in early- to mid-May.
- Listing on our school website as a Preferred Photographer for the Class of 2017 from May to October. The list can include a name, phone number and a link to your website.
- Listing as a Preferred Photographer for the Class of 2017 in the end-of-year and beginning-of-year Senior Class parent communications.
- Preferred MVHS senior photo fee price (reduced for seniors who use a PPP.) (The price has yet to be determined, but this year the fees were \$10 for a using a PPP and \$15 for everyone else).

Payment Options (circle one):

(a) \$750 in full by Dec. 11 at 10 a.m.

(b) \$400 by Dec. 11; \$375 by March 1 (\$775)

(c) \$400 by Dec. 11; \$200 by Feb. 1;

(d) \$400 by Dec. 11; \$150 by Jan. 15;

\$200 by March 15 (\$800)

\$150 by Feb. 15; \$125 by March 15 (\$825)

Note: Options B, C, D cost more than the paid-in-full price by first deadline (Option A). Please print, complete and send this form with payment to the above address (Attention: VISTAj Student Media) prior to the deadline.

PPP Contact Person (please print) _____

PPP/Advertiser Signature _____

Student Salesperson _____

Amount paid \$ _____ Check # _____ Cash _____ Money Order _____

Advertising Rates

MOUNTAIN VISTA MEDIA Mountain Vista High School

10585 Mountain Vista Ridge • Highlands Ranch, CO 80126

303.387.1500 (main office) • 303.387.1501 (FAX)

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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 / 1,800 on-campus total) **\$360**

> 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
Plantinum, \$200 +

PREFERRED PHOTOGRAPHER

Aerie yearbook

> Please contact our us for more
detailed information.
> Class of 2017 Deadline: Dec. 11,
2015

STUDENT NEWS WEBSITE

VistaNow.org

> Homepage advertisement

7-day, please call for price
14-day, please call for price

STUDENT SPORTS BROADCAST

VistaNow.org via The Cube

> Game sponsor

1 event, please call for price
2+ events, please call for
price

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 can be provided.

THE FINE PRINT ON SUBMITTING ADVERTISING

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

Advertisements must be submitted via e-mail or a file transfer service. We will confirm via email receipt of any ad submitted.

Please contact us with questions. Let's get this all right!