

# EYE OF THE TIGER

1 Tiger Way, Roseville, CA 95678

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## 2018 - 2019 ADVERTISING RATES

<p><b>DISCOUNTS</b></p> <p>10 % off for printing multiple issues</p> <p>10% off for paying in advance</p> <p>20% off for printing for entire year</p> <p>50% off school sponsored events</p> <p>30% off any combo of ads</p> <p><i>Discounts do not stack.</i></p>	<p><b>PRINT RATES</b></p> <p><b>Full-page \$400</b> (21 in tall x 13 in wide)</p> <p><b>Half-page \$250</b> (10.5 in tall x 13 in wide)</p> <p><b>Quarter-page \$150</b> (10.5 in tall x 6.5 in wide)</p> <p><b>Inserts \$250</b> (One edition only)</p> <p><b>By-the-column-inch \$7/inch</b></p> <p><b>Color +50%</b></p>	<p><b>PRINT DATES</b></p> <p><input type="checkbox"/> SEP 17   <input type="checkbox"/> FEB 4   <input type="checkbox"/> ANY</p> <p><input type="checkbox"/> OCT 8   <input type="checkbox"/> FEB 25   <input type="checkbox"/> ALL</p> <p><input type="checkbox"/> OCT 29   <input type="checkbox"/> MAR 19</p> <p><input type="checkbox"/> NOV 12   <input type="checkbox"/> APR 8</p> <p><input type="checkbox"/> DEC 17   <input type="checkbox"/> MAY 6</p> <p style="text-align: right;"><small>*DATES TENTATIVE</small></p> <p><b>School events</b></p> <p><b>Homecoming:</b> Sep 29</p> <p><b>Casaba:</b> Feb 9</p> <p><b>Junior Prom:</b> April 13</p> <p><b>Senior Ball:</b> May 11</p> <p><b>Graduation:</b> May 31</p>
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<b>ONLINE RATES</b>	
<b>Header ad \$50</b> (displays at top of site)	<b>In-story ad \$45</b> (displays in multiple stories)
<b>Sidebar ad \$45</b> (displays on right side)	
<b>Popup ad \$70</b>	<b>Photo gallery ad \$25</b>
<b>Social media highlight \$40</b>	
<i>All website ads are displayed for a 30-day period.</i>	

<b>BROADCAST RATES</b>	
<b>EOT</b>	<b>Livestreams</b>
<b>5-second commercial \$30</b>	<b>5-second commercial \$30</b>
<b>10-second commercial \$60</b>	<b>10-second commercial \$40</b>
<b>15-second commercial \$85</b>	<b>15-second commercial \$50</b>
<b>Segment sponsor \$50</b>	<b>30-second commercial \$80</b>
<b>Scores sponsor \$30</b>	<b>Halftime/pre-show sponsor \$30</b>
<small>ALL BROADCAST RATES ARE PER EPISODE/EVENT</small>	

PAID \_\_\_ BILL \_\_\_ AD CONTRACT TOTAL \$ \_\_\_

*Checks payable to Eye of the Tiger News*

BUSINESS \_\_\_\_\_ MANAGER/OWNER \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

AD TYPE \_\_\_\_\_ COMMENTS \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_