

SHAWNEE yearbook



Freedom Area High School
1190 Bulldog Drive • Freedom, PA 15042 • 724-775-7400
ads@freedomarea.org

BUSINESS AD CONTRACT

■ **CONTACT INFORMATION:** Please provide all required information.

Business Name: _____

Representative Name: _____

Mailing Address: _____

City, State ZIP: _____

Daytime Phone: () _____

Email Address: _____

SHAWNEE STAFF USE ONLY

Ad Rep: _____

Payment Amt.: _____

Date Received: _____

Cash Check Check #: _____

Receipt Date: _____

Date Proof Sent: _____

■ **AD SIZE:** All ads are full-color. Please select the size of ad you would like to purchase.

Disclaimer: Ad text/essential photo elements should allow for a 1 pica bleed around border of ad

	COST	DIMENSIONS	IMAGES	MESSAGE
_____ Full page	\$160	W: 8.167" (49p) H: 10.33" (62p)	1-10	Text of your choosing
_____ 1/2 page	\$90	W: 8.167" (49p) H: 5.167" (31p)	1-5	Up to 50-word message
_____ 1/4 page	\$50	W: 4.083" (24p6) H: 5.167" (31p)	1-2	Up to 25-word message
_____ 1/8 page	\$30	W: 4.083" (24p6) H: 2.583" (15p6)	1	Up to 10-word message

■ **IMAGES:** Please select your image submission option:

_____ **Email submission (preferred)**

Please send ads to ads@freedomarea.org within 3 days of purchase.

_____ **Print submission**

Enclose images with this form; originals cannot be returned.

■ **DESIGN:** Please decide who you would like to design your business's ad.

_____ **Business:** I will provide a pre-designed ad at the correct size and 300 dpi (resolution).
Due when form is submitted.

_____ **Shawnee Staff:** Please design an ad for me using my design specifications and ad text as indicated below. Please attach separate sheet, if necessary, and kindly allow two weeks for ad creation and proof approval prior to publication date.

■ **SPECIFICATIONS & TEXT:**

■ **PROOFS:** If you provide an email address, we'll send you a proof of the ad once it is designed. If changes are requested, please be sure to respond within 7 days.

■ **PAYMENT:** Payment is due when form is submitted. Make checks payable to FHS Shawnee.

Name (Print)

Signature

Date

ADVERTISING POLICIES

About the Shawnee:

The Shawnee is the Freedom Area High School yearbook. Because the yearbook exists in a public school setting, we maintain high standards for the content and types of advertising we accept. General guidelines appear below; however, the Shawnee staff reserves the right to reject any advertising on any grounds, as deemed appropriate by editors, the yearbook adviser, or the school administration.

Generally Accepted Advertising:

- Locally-operated businesses, charities, or institutions with a legitimate interest in reaching students
- Colleges, Universities, the Armed Services, and businesses seeking to recruit graduates
- Government entities seeking to inform students about a program or promote responsible decisions
- Students or faculty members who wish to communicate an appropriate message to the student body

Prohibited Advertising:

- Any product or service not permitted on school grounds, or not legally available to all of our students
- Any advertisement designed to deceive readers
- Ads designed to influence public opinion on controversial or highly political issues
- Any product or service deemed inappropriate for any reason by the advisor or school administration

Submitting Ads:

We accept correctly-sized ads in a variety of formats, including TIF (TIFF), JPEG (JPG), or GIF, or printed ads/business cards, which we can scan; however, to ensure high-quality prints, we require all ads to be at least 300 dpi (resolution). Ads should be emailed to ads@freedomarea.org with specific information, confirming the ad is complete as is or if it requires design work by our students.

Ad Design Services:

Students will design ads to your specifications, within the limits of software and training available. If you provide an email address, we will gladly provide proofs of the ad if you request them below. Proofs are considered approved if modifications are not requested within 2 days.

Ad Placement Requests:

Due to our small size, we cannot guarantee a specific page/location for your ad.

Full Page

W: 8.167"

H: 10.33"

**Ad sizes scaled to 70%*

Half Page

W: 8.167"

H: 5.167"

Quarter Page

W: 4.083"

H: 5.167"

Eighth Page

W: 4.083"

H: 2.583"