

The Colonial Gazette

<http://www.colonialgazette.com>

Fairfax High School
7850 Melrose Ave.
Los Angeles, CA 90046
<http://www.fairfaxhs.org>

“Est. in 1924.”

colonialgazette@lausd.net

tel. 323-370-1200
fax 323-651-5803
Office Hours: 2 – 4 P.M p.m.

February 16, 2010

Dear Business Owner:

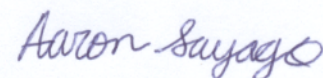
The Colonial Gazette, the official, student-run school newspaper of Fairfax High School, is a venerable institution that first published in 1924. The goal of its current staff is to expand coverage of and distribution to, the local community and our advertising department is eager to serve the needs of our local businesses. Located in Los Angeles on trendy Melrose Avenue in the historic Fairfax District, with CBS / The Grove to the south, West Hollywood and Sunset Strip to the north and Hollywood to the east, Fairfax High School is rooted in the heart of Mid City West. Our student body is extremely diverse and as young consumers, they are on the cutting edge of fashions and trends.

Please consider running an advertisement in the student-run school newspaper, which is distributed, without charge, to approximately 2500 students, 270 school employees, and other community members. It is estimated that at least half of our readers take the newspaper home for family members to read. The paper is exchanged with nearly 100 middle and senior high school journalism programs, the school library, and a small but growing number of mail subscribers who pay an annual donation of \$10.00. We also publish online. Please visit www.colonialgazette.com and take note that the free PDF versions of each issue contain all our advertisers' display ads, most running in color, at no additional charge.

Please look over the enclosed FAQ containing advertisement rates and publication dates. Not only are you making a good business decision by advertising in The Colonial Gazette, but you are also helping out a program that offers students journalistic training and career options. With your support and business, our journalism program can continue to exist and expand.

Thank you for your time. We greatly appreciated your business and look forward to serving your advertising needs.

Sincerely,



Aaron Sayago
Student Business Manager

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Advertisement FAQ Sheet

What is the Colonial Gazette?

The Colonial Gazette is a tabloid size (11 x 14) student-produced publication distributed every six weeks. During this school year, the newspaper will publish from November 7, 2009 to June 14, 2010.

Print run: 2400 **Estimated audience:** 3000

Publication dates for 2009-2010:

Mon. Nov. 7, 2009	<i>Colonial Gazette</i>	Homecoming / Halloween
Mon. Dec. 16	<i>Colonial Gazette</i>	
Mon. Feb. 3	<i>Colonial Gazette</i>	
Spring Semester:		
Mon. Mar. 22	<i>Colonial Gazette</i>	Spring Sports
Mon. May 3	<i>Colonial Gazette</i>	Pre-Prom Special
Mon. Jun. 14	<i>Colonial Gazette</i>	Graduation/Summer Special

Rates (Negotiable, Packages available.)

Ad Size:	One time	2 or 3 times	4 or more times	
Full page Inside: 11 x 14 in.	\$300.00	\$290.00	\$280.00	These prices are for camera-ready artwork or images as TIFF (or PDF) emailed to us. To have our staff design ad is a flat fee of \$25.00.
Full size Back Cover: 11 x 14 in.	\$325.00	\$315.00	\$305.00	
½ page: 11 x 8½ in.	\$160.00	\$155.00	\$150.00	
¼ page: 5¼ x 6 in.	\$ 80.00	\$ 75.00	\$ 60.00	
Two Column Tall 3½ x 6	\$ 75.00	\$ 70.00	\$ 65.00	
Four Column 5 x 3½	\$ 75.00	\$ 70.00	\$ 65.00	
Two Column square 3½ x 3½	\$ 60.00	\$ 55.00	\$ 50.00	
Business card 3½ x 2 in.	\$ 50.00	\$ 47.50	\$ 45.00	
Inserts: 8.5 x 11	\$130.00	\$120.00	\$110.00	

All ad materials, including agreement, payment, and/or camera-ready artwork are due at least one week prior to publication. Design instructions are due at least two weeks prior to publication.

We must receive your check with payment in full before your ad can run!

Please make checks payable to: **Fairfax High School Journalism**

All advertising funds are used to pay for the printing of the newspaper.

Donations are extremely welcome.

A copy of the issue containing your advertisement will be mailed (or delivered) to you within two weeks of publication.

Disclaimer: We reserve the right to refuse advertising that does not comply with our advertising policy.

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ADVERTISING AGREEMENT

Advertiser: _____

Person authorized to contract for ad: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: (_____) _____ URL: _____

COLONIAL GAZETTE, herein called the Publisher: We, herein called the Advertiser, hereby agree to insert and hereby authorize the Publisher to publish for the Advertiser in Publisher’s newspaper, “Colonial Gazette” for _____ consecutive months, commencing _____, 20____ to _____, 20____.

Ad Size:	Width / Height	Cost	Ad Cost	\$ _____
<input type="checkbox"/> Full page Inside:	11 x 17 in	\$ 300.00		
<input type="checkbox"/> Full size Back Cover:	11 x 17 in.	\$ 325.00		
<input type="checkbox"/> ½ page: (horizontal)	11 in. 8½ x	\$ 160.00		
<input type="checkbox"/> ¼ page:	5¼ x 6 in.	\$ 80.00	Artwork provided <input type="checkbox"/>	
<input type="checkbox"/> Two Column Tall	3½ x 6	\$ 75.00	Needs ad designed <input type="checkbox"/> (add \$25.00)	Cost \$ _____
<input type="checkbox"/> Four Column	5 x 3½	\$ 75.00		
<input type="checkbox"/> Two Column square	3½ x 3½	\$ 60.00	Amount due:	\$ _____
<input type="checkbox"/> Business card	3 ½ x 2 in.	\$ 50.00	Less discount	\$ _____
<input type="checkbox"/> Inserts:	Up to 8.5 x 11	\$ 130.00	Amount paid:	\$ _____

Make checks payable to: **Fairfax High School Journalism**

Balance: \$ _____

In the event the Advertiser should fail to complete this Agreement, said Advertiser agrees to pay the balance of the account. The Publisher will run the ad in the next issue

All advertising copy (or change in) must be in the office of the Publisher by noon the Monday preceding the Friday of publication, otherwise copy of the preceding issue shall be re-run.

When the Publisher’s Advertising Manager shall have accepted this Agreement in writing, then it shall be understood that the Publisher agrees to publish said advertising, during said period at the rates aforesaid, and to perform all other conditions on the Publisher’s part.

Accepted: COLONIAL GAZETTE

ADVERTISER

_____/_____/_____
Advertising Manager Date

_____/_____/_____
Advertiser Date

The Publisher reserves the right to refuse advertising that is not appropriate and has the sole discretion to make that determination.

For Office Use only:

Payment accompanied contract ? YES NO

Payment received date: _____ Amount received \$ _____