

# 2016-17 NEWSPAPER AD CONTRACT

West High School • 3505 W. Locust St. • Davenport, Iowa 52804 • 563 723-5600 ext. 202

## PLEASE PRINT

Name of firm: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_



## BEAK 'N' EYE NEWSMAGAZINE

### AD SIZE:

- 1 col. x 3 in. (2.4 x 3 in) \$24  
 2 col. x 3 in. (5 x 3 in) \$48  
 2 col. x 6 in. (5 x 6 in) \$96  
 3 col. x 3 in. (7.5 x 3 in) \$72

### RATE:

### COST:

Cost per ad: \_\_\_\_\_  
No. of issues: X \_\_\_\_\_  
Subtotal: \_\_\_\_\_

### PUBLICATION DATES:

- Sep. 16, '16  Feb. 10, '17  
 Oct. 14, '16  Mar. 10, '17  
 Nov. 18, '16  Apr. 21, '17  
 Jan. 6, '17  May 19, '17

Please submit a PDF or JPG of your ad in full color at 300 dpi at least 10 days before publication date.  
If you want us to design the ad, please submit to us what the ad should say and include any artwork.



## WHS TODAY.COM NEWS WEBSITE

Your ad will rotate on our home page for \$15 per month

### AD SIZE: (check one)

- Leaderboard 728 x 90 pixels  
 Homepage 300 x 250 pixels

### PUBLICATION MONTHS:

- Sept.  Oct.  Nov.  Dec.  
 Jan.  Feb.  Mar.  Apr.  May

### COST:

No. of months: \_\_\_\_\_  
Rate: X \$15  
Subtotal: \_\_\_\_\_

Please send a JPG of your ad in full color at 72 dpi at least 5 days before publication date.

### TOTAL PRICE:

Signature: \_\_\_\_\_

Beak 'n' Eye subtotal: \_\_\_\_\_

Print name: \_\_\_\_\_

WHS Today subtotal: \_\_\_\_\_

Title: \_\_\_\_\_

TOTAL: \_\_\_\_\_

Date: \_\_\_\_\_

Less 10% if paid in advance - \_\_\_\_\_

Sold by: \_\_\_\_\_

AMOUNT DUE: \_\_\_\_\_

If you have any questions, contact:

**Alissa Hansen, adviser**

**563 723-5600 ext. 202**

**[hansena@davenportschools.org](mailto:hansena@davenportschools.org)**

### Terms:

- You have three days to cancel this contract. The terms of this contract are legally binding. However, the newspaper editorial board reserves the right to refuse advertising it believes to be false, misleading, illegal, harmful, or inappropriate for the age of its readers.
- If a print ad is not received at least 10 days before the publication date, the newspaper may substitute the ad with a previous one. If this is not possible, customer will be billed as contracted.
- A PDF of the Beak 'n' Eye with your ad will be emailed after each issue.
- Invoices will be sent by semester. Payments are due within 30 days. Past due accounts will be charged 1.5% per month and may result in the cancellation of future ads.