



Mission San Jose High School
 41717 Palm Ave.
 Fremont, CA 94539
 Phone: 510-657-3600, ext. 37088

ADVERTISING CONTRACT

Business Information Name of Business	
Billing Address	
Phone	
Fax	
Contact Person Name	
Phone	
Email	

Please check the Smoke Signal issues in which you would like your advertisement to appear for the 2016-17 school year.

<u>Publication Date</u>	<u>Advertising Deadline</u>
___ Sept. 23, 2016 Friday	Sept. 2, 2016 Friday
___ Oct. 21, 2016 Friday (Homecoming Issue)	Sept. 30, 2016 Friday (Homecoming Issue)
___ Nov. 18, 2016 Friday	Oct. 28, 2016 Friday
___ Dec. 22, 2016 Thursday	Dec. 1, 2016 Thursday
___ Feb. 3, 2017 Friday	Jan. 13, 2017 Friday
___ March 3, 2017 Friday	Feb. 10, 2017 Friday
___ March 31, 2017 Friday (16 Seniors)	March 10, 2017 Friday (16 Seniors)
___ May 5, 2017 Friday (Multicultural Issue)	April 14, 2017 Friday (Multicultural Issue)
___ June 9, 2017 Friday (Post-Graduation Plans)	May 19, 2017 Friday (Post-Graduation Plans)

Important: Please Note

- All materials, art, and inserts are due at the advertising deadlines
- No cancellations or adjustments are to be made after the deadlines
- Materials should be submitted via email to ads@thesmokesignal.org
- File types we accept for print advertisements: JPG, TIFF, PSD, PDF, BMP, GIF. We will NOT accept DOC or DOCX files
- We accept only JPG files for online advertisements
- For questions about other file types, please email us at ads@thesmokesignal.org

Advertising Rates and Sizes

Please indicate below the type of advertisement.

Type	Size	1 issue	4 issues	8 issues
Full Page	10" width x 16" depth	\$300.00	15% off	25% off
Half Page	10" width x 7.9" depth	\$200.00	15% off	20% off
Quarter Page	4.75" width x 7" depth	\$120.00	10% off	15% off
Business Card	4" width x 2.25" depth	\$60.00	5% off	7.5% off
Inserts*	8.5" width x 11" depth max; single piece of paper	\$150.00	2.5% off	5% off

Online Ad **	160 pixels width x 160 pixels depth	\$40.00	5% off	7.5% off
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Ad manipulation***	\$40.00/ad
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* For inserts please supply 2,500 copies. Inserts price applies to flyers (8.5"x 11") or cards no smaller than 3"x5". Inserts can only be a maximum of 8.5"x 11" and must only be a single piece of paper.

** Online ads are placed on a sidebar of www.thesmokesignal.org. The location on the sidebar is first come first serve (the first ads we receive will be placed higher up.)

*** Only applies to minor adjustments i.e. fixing dates, changing fonts, or cropping. Contact us for details.

Prices are per issue, with the percentage discounts applying to the total fee (for all 4 or all 8 issues). Page placement of an ad is determined at the discretion of the Smoke Signal editors.

Contracts that are unfulfilled will be back billed to the 1X advertising rate for the number of issues that were placed. Advertisers who place more than the number of issues contracted for will still receive their contracted rate.

<p>Inserts</p> <p>8.5" x 11" max Single Sheet 2500 copies</p> <p>\$150.00/issue</p> <p><i>*not to scale</i></p>

<p>Full Page 10" x 16" Black and White: \$300.00/issue</p> <p><i>*not to scale</i></p>	<p>Half Page 10" x 7.9" Black and White: \$200.00/issue</p>	
	<p>Quarter Page 4.75" x 7" Black and White: \$120.00/issue</p>	<p>Business Card 4" x 2.25" Black and White: \$60.00/issue</p>

Adviser:	Sandra Cohen	The Smoke Signal	PHONE	510-309-3133 (Richard Zhou)
Advertising Managers:	Ella Chen & Richard Chenyu Zhou	Room M2 41717 Palm Ave. Fremont, CA 94539	EMAIL	510-335-9123 (Ella Chen)
			WEBSITE	ads@thesmokesignal.org www.thesmokesignal.org

My signature on this advertisement contract states that advertisement copy or insert and information will be sent to the *Smoke Signal* by the advertisement deadlines listed on the rate card or cancelled prior to the deadline. I agree to the aforementioned charges and agree to pay the *Smoke Signal* after my advertisement is run in the issues I previously marked. I understand that I will be billed even if the advertisement copy/insert is not received for the reserved space.

Business Representative Name (print please)

Business Representative Signature

The *Smoke Signal* Ad Manager Name (print please)

The *Smoke Signal* Ad Manager Signature

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