



Mission San Jose High School
41717 Palm Ave.
Fremont, CA 94539
Phone: (510) 364-4766 | Fax: (510) 657-2302

ADVERTISING CONTRACT

Business Information	
Name of Business	
Billing Address	
Phone	
Fax	
Contact Person	
Name	
Phone	
E-mail	

Please check the Smoke Signal issues in which you would like your advertisement to appear for the 2019-2020 school year

<u>Publication Date</u>	<u>Advertising Deadline</u>
___ September 27, 2019 Fri.	September 13, 2019 Fri.
___ October 25, 2019 Fri.	October 11, 2019 Fri.
___ November 22, 2019 Fri. (Homecoming Issue)	November 8, 2019 Fri. (Homecoming Issue)
___ December 19, 2019 Thu.	December 5, 2019 Thu.
___ January 31, 2020 Fri.	January 17, 2019 Fri.
___ February 28, 2020 Fri.	February 14, 2020 Fri.
___ March 27, 2020 Fri.	March 13, 2020 Fri.
___ May 1, 2020 Fri. (Multicultural Issue)	April 17, 2020 Fri. (Multicultural Issue)
___ June 5, 2020 Fri. (College List/ Year in Review Issue)	May 22, 2020 Fri. (College List/ Year in Review Issue)

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 e-mail 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 e-mail 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 15" depth	\$300.00	15% off	25% off
Half Page	10" width x 7" 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 min.; single piece of paper	\$150.00	2.5% off	5% off

Online Ad **	777 pixels width x 1404 pixels depth	\$40.00	5% off	7.5% off
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Ad manipulation*** \$40.00/ad

* 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 minimum 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. 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" min. Single Sheet 2500 copies</p> <p>\$150.00/issue</p> <p><i>*not to scale</i></p>
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<p>Full Page 10" x 15" Black and White: \$300.00/issue</p> <p><i>*not to scale</i></p>	<p>Half Page 10" x 7" 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>

Advisor:	Ms. Sandra Cohen	The Smoke Signal	PHONE	(510) 364-4766
Advertising Managers:	Carolyn Qian & Sabrina Cai	Room M2 41717 Palm Ave. Fremont, CA 94539	FAX	(510) 657-2302
			E-MAIL	ads@thesmokesignal.org
			WEBSITE	http://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

Advisor:	Ms. Sandra Cohen	The <i>Smoke Signal</i>	PHONE	(510) 364-4766
Advertising Managers:	Carolyn Qian &	Room M2	FAX	(510) 657-2302
	Sabrina Cai	41717 Palm Ave.	E-MAIL	ads@thesmokesignal.org
		Fremont, CA 94539	WEBSITE	http://www.thesmokesignal.org