

# The Shield

## Advertising Information/Contract

Laurel High School  
8000 Cherry Lane  
Laurel, MD 20707  
(301) 497-2050

To Our Potential Advertisers:

We are proud to announce that Laurel High's School newspaper, **The Shield**, has been awarded first place in the *International Quill and Scroll Competition* several times. For the last 14 years, the paper has also earned either a "Gold Medalist" or a "Silver Medalist" from the *Columbia Scholastic Press Association*, which is based at Columbia University. **The Shield** is striving to maintain a professional look, which requires more skills, more work, and more funds. Therefore, we are asking area businesses and families to support our paper through **tax-deductible advertising**.

Our paper reaches a majority of the 2000 students (a concentrated market of 13 to 18 years old kids), their families, and faculty of Laurel High School.

Teenagers have spending power (an average of \$300 a month) and what better way to target their market than by putting an ad in the high school newspaper. **Attract the teenagers' attention and beat out the competition!**

Our prices are very reasonable—just a fraction of the cost of a similar ad in an area newspaper (*Laurel Leader, Gazette, Washington Post*). Rates per issue are listed below:

|                            | (Height x width) |          | <u>10% off</u> | <u>20% off</u> |
|----------------------------|------------------|----------|----------------|----------------|
| Business card reproduction | (2" x 3.2")      | \$20.00  | \$18.00        | \$16.00        |
| One quarter page           | (6.5" x 5")      | \$40.00  | \$36.00        | \$32.00        |
| One half page              | (6.5" x 13.25")  | \$70.00  | \$63.00        | \$56.00        |
| Full page                  | (13.25" x 9.5")  | \$130.00 | \$117.00       | \$104.00       |

If you place an ad in every issue for the school year, a **10% discount will be in effect. We will take an additional 10% off if you advertise for the entire year and pay ahead of time. That's a savings of 20%!!!** After publication, an invoice and a copy of the issue will be sent to you for verification. **If you wish, you may have an 8.5" x 11" insert, created by you, and placed in 2000 copies of *The Shield* for the price of \$50.00.** Unfortunately, we are unable to offer discounts on this service.

If you desire to place an ad, please confer with a newspaper staff representative, our advertising manager, or call **Mr. Giuliani at Laurel High School at (301) 497-2050 –ext. 330**. Be sure to read and complete the contract form on the next page. Contract and an ad copy may be mailed or picked up by a newspaper staff representative. **We can also design your ad for you at no additional cost!**

Thank you for supporting your local youth and encouraging student journalism!!

**Robert Giuliani, Advisor**

**The Staff of *The Shield***

The deadline for ads that **have to be designed and set into type** is two weeks before publication. Ads that are **pre-printed, camera ready**, or on a CD will be accepted up until one week before publication. One may also e-mail the ad to [robert.giuliani@pgcps.org](mailto:robert.giuliani@pgcps.org). A PDF format is preferred. Please discuss ad specifications with our ad sales representatives whether in person or by phone.

We prefer that payments be made by check or cash upon placement of order, but if necessary, we will gladly bill you after publication.

Make your **check payable to Laurel High School Newspaper** and mail to the following address:

*The Shield*  
Laurel High School, c/o Mr. Giuliani  
8000 Cherry Lane  
Laurel, MD 20707

## AD CONTRACT

Advertiser's Name: \_\_\_\_\_  
Address: \_\_\_\_\_

Phone Number: (     ) \_\_\_\_\_

I hereby agree to place a \_\_\_\_\_ advertisement  
(size of ad)  
in \_\_\_\_\_ issue(s) of Laurel High School's newspaper at the cost  
(how many? What month? Every month?)  
of \$\_\_\_\_\_ per issue.

Special discount for advance payment and/or all issues? \_\_\_\_\_

Paid: (to be filled out by member of The Shield)

Authorized Buyer: \_\_\_\_\_ PRINT

Authorized Buyer's Signature: \_\_\_\_\_

Business Phone Number: \_\_\_\_\_

Shield Ad Sales Representative's Name \_\_\_\_\_

*The Shield* Staff Signature \_\_\_\_\_

Today's Date \_\_\_\_\_

Pre-Paid Plan \_\_\_\_\_ Cash \_\_\_\_\_ Check \_\_\_\_\_

Amount\$ \_\_\_\_\_

To Be Billed \_\_\_\_\_ Amount \$ \_\_\_\_\_ per Issue \_\_\_\_\_ (pay per issue)

### NEWSPAPER PUBLISHING SCHEDULE

NOV. 4    DEC. 16    FEB. 10    MAR. 10    APR. 21    MAY 19