

# THE SMOKE SIGNAL

Mission San Jose High School  
41717 Palm Avenue  
Fremont, CA 94539

**Phone:** 510.657.3600 ext. 37088 | **Fax:** 510.657.2302

## Advertising Contract Business Information

Name of Business :

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Billing Address:

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Phone :

Fax:

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## Contact Person

Name

Phone

E-mail

**Please check the *Smoke Signal* issues in which you would like your advertisement to appear for the 2010-2011 school year.**

- All
- Friday , September 30, 2011
- Friday, October 28, 2011
- Friday, November 18, 2011
- Tuesday, December 20, 2011
- Friday, February 3, 2012
- Friday, March 2, 2012
- Friday, March 30, 2012
- Friday, May 4, 2012

\_\_\_\_\_ Friday, June 8, 2012

- All materials, art, and copy are due at deadlines
- We accept color ads in bolded issues.
- No cancellations or adjustments are to be made after deadlines
- Materials should be submitted via e-mail to [ads.smokesignal@gmail.com](mailto:ads.smokesignal@gmail.com)
- Filetypes we accept: JPG, TIFF, PSD, PDF, BMP, GIF. DOC or DOCX files will NOT be accepted. For questions about other filetypes, please e-mail us at [ads@thesmokesignal.org](mailto:ads@thesmokesignal.org).

### Size of Advertisement

		<u>1 issue</u>	<u>1 issue color</u>	<u>5 issues</u>	<u>9 issues</u>
_____ Full Page:	10" width x 15" depth	\$230.00	\$280.00	20% off	30% off
_____ Half Page:	10" width x 7" depth	\$135.00	\$165.00	15% off	20% off
_____ Quarter Page:	4.75" width x 7" depth	\$90.00	\$110.00	10% off	15% off
_____ Business Card:	4" width x 2.25" depth	\$50.00	\$60.00	5% off	7.5% off
_____ Inserts:	8.5" width x 11" depth max	\$200.00		2.5% off	5% off
<u>Multimedia Packages:</u>		<u>1week</u>	<u>5weeks</u>	<u>10weeks</u>	<u>All Year</u>
● Online :		\$20	\$110	\$235	\$1000
		<u>1issue/1episode</u>	<u>3issues/3episodes</u>	<u>9 issues/6episodes</u>	
● Print*, MSJTV**		+\$35	+\$100	+\$200	
		<u>1week/1episode</u>	<u>5 weeks/3episodes</u>	<u>10weeks/6episodes</u>	
● Online, MSJTV**		\$50	\$205	\$405	
		<u>1 issue/</u>	<u>5issues/</u>	<u>9 issues/</u>	
		<u>1episodes/</u>	<u>3episodes/</u>	<u>6 episodes/</u>	
		<u>1 week</u>	<u>5weeks</u>	<u>10 weeks</u>	
● Print*, MSJTV**, Online:		+\$60	+\$220	+\$440	

*Note: A \$5 discount applies when advertising in all issues.  
For inserts please supply 2,500 copies on the advertisement deadline.  
Inserts price applies to flyers (8.5"x 11") or cards no smaller than 3"x5". Please submit oversize or multi-page inserts for approval and possible price increase to [ads@thesmokesignal.org](mailto:ads@thesmokesignal.org).  
Prices are per issue, with the percentage discounts applying to the total fee (for all 5 or all 10 issues).*

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 of 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)

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Business Representative Signature

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*Smoke Signal* Ad Manager Name (print please)

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*Smoke Signal* Ad Manager Signature

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