



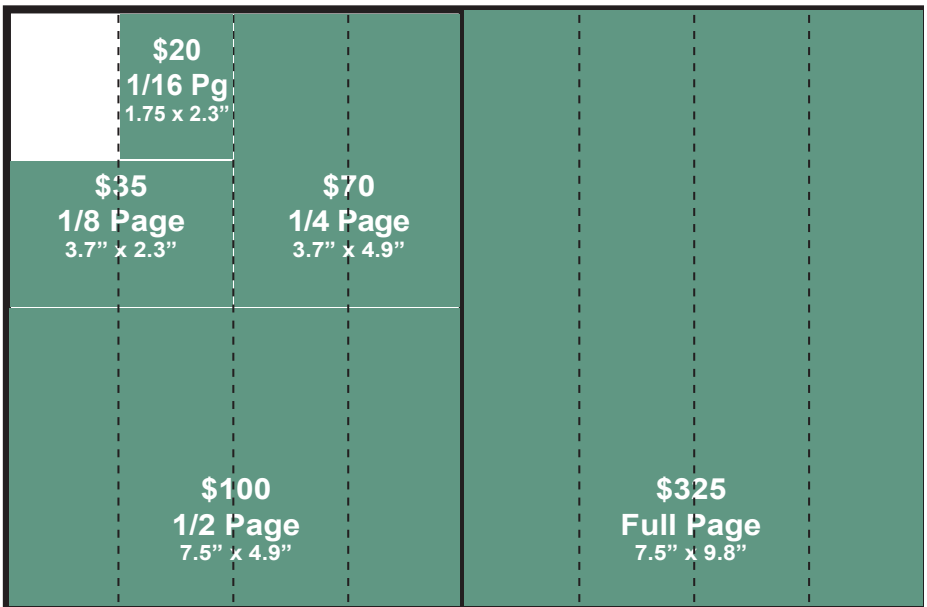
# 2019 Fact Sheet

## *Talon & the Free Press*

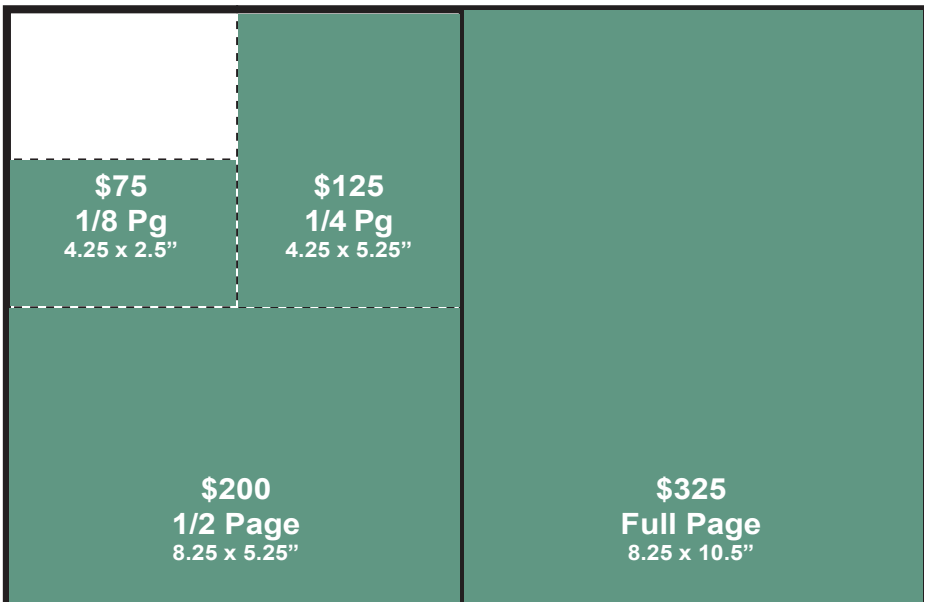
### Free State Journalism Advertising

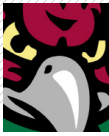
Address 4700 Overland Drive, Lawrence, Kansas 66049  
 Phone (785) 832-6050 ext. 4932 • Fax (785) 832-6099  
 Email [lfolsom@usd497.org](mailto:lfolsom@usd497.org)

## Newspaper Ad Sizes



## Yearbook Ad Sizes





# Reach Our Teens Where They Are...

## What is the *Free Press* print edition?



The *Free Press* is a financially self-sufficient, student-run newspaper distributed for free to all of the students and staff at Lawrence Free State High School. The mission of the *Free Press* is to inform, entertain, persuade, and act as an advocate for students at Free State.

The print edition is distributed free to students and faculty once every four weeks on the Lawrence Free State campus.

## Newspaper Ad Proofs

NEWSPAPER ad proofs for ads designed by the Free Press or Talon are emailed to the business contact by the Wednesday prior to publication. Any changes to NEWSPAPER ad proofs are **due by the Thursday prior** to scheduled publication.

## Newspaper Inserts

### Pre-Printed

The NEWSPAPER ad insert fee is \$75 per issue. Pre-printed inserts AND payment are due 4 days prior to the Distribution Date listed on the Publication Schedule. Advertisers must submit 1,800 inserts to reach the whole student body.



### Free Press Insert Printing

Businesses can have 8" x 10" inserts printed by the Free Press for an additional fee. Provide the design to size and payment by the "Ad Copy Due" date.



**Black and White printing**      **\$80 for 1,600**

**Full Color printing**              **\$150 for 1,600**

## Yearbook Inserts

### Pre-Printed

The YEARBOOK ad insert fee is \$125. Preprinted inserts and payment are due May 1.

### Talon Insert Printing

Businesses can have 8.5" x 11" inserts printed by the Talon for an additional fee. Provide the design to size and payment by the "Ad Copy Due" date.

**Black and White printing**      **\$80 for 1,800 one-sided inserts**  
**Full Color printing**              **\$150 for 1,800 one-sided inserts**

## Yearbook Ad Proofs

YEARBOOK ad proofs are emailed to business contacts by Dec. 1. Any changes to YEARBOOK ad proofs are due by Jan. 5.

## What is *FSFreePressOnline.com*?



FSFreePressOnline.com is the easily accessible online component of the Free Press with a link on the Free State homepage as well as it's own URL. It is an essential resource for up-to-the-minute news around Free State.

NEWSPAPER Web ads are \$10 appear on the site for one month on the Free Press website fsfreepressonline.com. Ads should be submitted measuring 300 pixels wide x 250 high.

## What is the *Talon* yearbook?



The Talon yearbook is a financially self-sufficient, student-run publication. The mission of the Talon is to be the primary historical record for students of the Free State High School community. The Talon is printed in full color and features photos and stories about a wide representation of Free State sports, activities, and students.

The Talon is sold for \$57.50- \$67.50. It is distributed in May before students leave for the summer. The Talon is a popular publication, purchased by ~70% of the student body.

## Contact Info

**News Room**                      785.832.6050 x 4932  
**Fax**                                    785.832.6099  
**Email**                                FreePress@usd497.org  
**Address**                            4700 Overland Dr  
    Lawrence, KS 66049

**Advertising Manager**  
Abby Stancliffe  
abbys.freestate@gmail.com



# Free State Journalism Advertising Agreement 2019

## Contact Us

Address Journalism Dept  
4700 Overland Drive  
Lawrence KS 66049

Email Ifolsom@usd497.org  
Newsroom 785.832.6050 x4932  
Fax 785.832.6099  
Adviser Laurie L. Folsom

## Ad Agreement

Company Name \_\_\_\_\_

Billing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Company Email \_\_\_\_\_

Company Phone \_\_\_\_\_ Fax Number \_\_\_\_\_

### Select your Newspaper Ad Size

1/16 pg (\$20)  1/8 pg (\$35)  1/4 pg (\$70)  1/2 pg (\$100)

Full Pg (\$275)  Online (\$10)  Insert (\$75)

Inserts  \$75 Insert Fee  \$80 B&W Insert Printing Fee  \$150 4-Color Insert Print Fee

### Select your Yearbook Ad Size

1/8 pg  1/4 pg  Half page  Full page

Inserts  \$125 Insert Fee  \$80 B&W Insert Printing Fee  \$150 4-Color Insert Print Fee

### Newspaper ad calculator

\_\_\_\_\_ (ad/insert price) X \_\_\_\_\_ (# of issues / months) = \_\_\_\_\_

### Yearbook ad calculator

\_\_\_\_\_ (ad price) X 1 yr = \_\_\_\_\_

### Design Services

\$20 (design fee) X \_\_\_\_\_ (# of issues) = \_\_\_\_\_

**Total** = \_\_\_\_\_

Payment (check one)  Cash  Check  Bill

Newspaper ad payments- due 21 days from Run Date. Yearbook payments- due 21 days from signing contract.

### Publication Schedule

Check off the issues newspaper ads will appear in.

	Issue	Ad Copy Due	Inserts Due	Distributed
<input type="checkbox"/>	Fr. Guide	Aug 3	Aug 14	Aug 15
<input type="checkbox"/>	Issue 1	Sept 21	Oct 1	Oct 4
<input type="checkbox"/>	Issue 2	Oct 19	Oct 29	Nov 1
<input type="checkbox"/>	Issue 3	Nov 16	Nov 26	Nov 29
<input type="checkbox"/>	Issue 4	Dec 7	Dec 17	Dec 19
<input type="checkbox"/>	Issue 5	Feb 1	Feb 11	Feb 14
<input type="checkbox"/>	Issue 6	Mar 1	Mar 18	Mar 21
<input type="checkbox"/>	Issue 7	Apr 12	Apr 22	Apr 25
<input type="checkbox"/>	Issue 8	May 6	May 17	May 20

I acknowledge and will adhere to the terms and conditions of advertising in the 2016 **Talon** yearbook / **Free Press** newspaper listed on the back of this contract.

Customer Signature \_\_\_\_\_

Customer Name (Please Print) \_\_\_\_\_

X \_\_\_\_\_ Date \_\_\_\_\_

Student Name \_\_\_\_\_

## Newspaper print ads

1/16 pg (1.75" x 2.3")..... \$20  
1/8 pg (3.7" x 2.3")..... \$35  
1/4 pg (3.7" x 4.9")..... \$70  
1/2 pg (7.5" x 4.9")..... \$100  
Full Page (7.5" x 9.8")..... \$275

## Online newspaper ads

1 month rotating ad ..... \$10

## Yearbook print ads

1/8 pg (4.08"x 2.63")..... \$75  
1/4 pg (4.08" x 2.63")..... \$125  
1/2 pg (8.33" x 5.25")..... \$200  
Full pg (8.33" x 10.66")..... \$325

## Inserts/ Services

Insertion Fee..... \$75 (N), \$125 (Y)

- Applies to pre-printed inserts provided by the advertiser (1,600)
- Pre-printed inserts max size 8" w x 10" h

B & W Print Service Fee\* ... \$80

- Print 1,600 inserts in b & w with a choice of paper color (goldenrod, blue, cherry, salmon, orchid)

4 Color Print Service Fee\* ... \$150

- Print 1,600 inserts in full color

Ad Design Service Fee ..... \$20

- Only applies to ads designed by the FP staff
- Separate design fees may be charged for online, insert and print newspaper designs

\*Print Service Fee is in addition to the "Insertion Fee"



## Terms and Conditions

- **Ad Copy...**
  - Send **YEARBOOK ad copy** to the **Talon** at **talon@usd497.org** within **3 weeks** of the **contract submission**.
  - Send **NEWSPAPER and ONLINE ad copy** to the **Free Press** at **freepress@usd497.org** by the Ad Copy due date listed on the **Publication Schedule**.
  - **Size print ad copy** to the **exact dimensions** stated for the ad purchased.
  - Acceptable digital **file formats: PDF, JPG, TIFF, EPS**.
- **Proofs...**
  - **YEARBOOK ad proofs are emailed** to the business contact by **Dec. 1**.
  - **Changes to YEARBOOK ad proofs are due by Jan. 5**.
  - **NEWSPAPER ad proofs are emailed** to the business contact by the Wednesday prior to publication.
  - Any **changes to NEWSPAPER ad proof** are **due by the Thursday** prior to scheduled publication.
- **Inserts...**
  - **NEWSPAPER ad inserts are due 7 days prior** to the Distribution Date listed on the Publication Schedule. **Payment in full is due on the same day**.
- **Payment...**
  - for YEARBOOK ads is due **within 3 weeks** of the contract submission.
  - for single NEWSPAPER ads is due **within 3 weeks of the ad run**.
  - for qualifying **Multi-Ad Discount orders** is due in **FULL within 3 weeks of the FIRST ad run**.
  - for NEWSPAPER AND YEARBOOK inserts is due the day inserts are delivered to the school
- **Invoices...**
  - are sent the week of publication and are accompanied by a tear sheet of the ad as it appeared in the **Free Press**.
- **Right of Refusal...**
  - The content of **ads may be edited** if the ad **violates general copy rules**.
  - **The Free Press and Talon reserve the right to deny** the sale of advertising that...
    - Contains language or images that violate the staff obscenity policy.
    - Is libelous or slanderous
    - Promotes tobacco, liquor, sex, or any product, service, or activity that is illegal for use by a majority of students.
    - Promotes discrimination.
  - Reflects negatively on the newspaper, yearbook or the school, or would cause a disruption of the school.