

The Hatchet NEWSPAPER

2011-2012 ADVERTISING

RATE CARD & CONTRACT

Washington High School
 38442 Fremont Blvd • Fremont, CA 94536
 Tel (510) 505-7300 • Fax (510) 794-8437
 advertising@whshatchet.com



Ad size	Dimensions in inches width x height	Standard Rate 1-5 issues, per issue	*Discount Rate 6-10 issues, per issue
FULL page	10.33 x 15.75	\$285	\$242
HALF page (across)	10.33 x 7.79	163	139
QUARTER page	5.08 x 7.79	93	79
QUARTER (across)	10.33 x 3.81	93	79
EIGHTH page (wide)	5.08 x 3.81	53	45
1/16 page (tall)	2.46 x 3.81	30	26
INSERTS: Please provide 1300 copies of your 8½ x 11 (or smaller) piece, two or more days before distribution.		116 + \$30 surcharge for booklet inserts.	99

'11-'12 Newspaper Publication Schedule

TUESDAYS... Please **mark** (☑) the dates on which ads are to run:

<input type="checkbox"/> Oct 4	<input type="checkbox"/> Feb 14
<input type="checkbox"/> Nov 1	<input type="checkbox"/> Mar 13
<input type="checkbox"/> Nov 29	<input type="checkbox"/> Apr 17
<input type="checkbox"/> Dec 20	<input type="checkbox"/> May 15
<input type="checkbox"/> Jan 24	<input type="checkbox"/> June 5

total = _____ number of insertions (fill in below)

Advertising Deadline:
 Payment, ad copy & art due eight days before publication.

* Discount Rate valid for advertising only when entire contract is paid in advance.

CONTRACT

Business name: _____ Contact person: _____

Address _____

City, state, zip _____

Tel _____ Fax _____

E-mail _____

I place the following advertising: Ad size: _____, for dates marked—
 a total of _____ insertions x ad rate \$ _____ =
number
 amount due with contract \$ _____

Authorized signature _____

Advertising must be prepaid or ad will not run. Invoice or receipt available on request.