

THE FOURTH ESTATE

LAGUNA BLANCA SCHOOL



Dear Advertiser,

We invite you to place an ad in The Fourth Estate, an award-winning high school magazine, which publishes four full-color magazines per school year along with maintaining a website presence. We believe your ad will not only reach your target audience but by placing advertising in our magazine, your ad will reach the entire Laguna Blanca community including alums. In addition to getting your message directly to a desirable buying audience and increasing your sales, you will be supporting a worthwhile educational endeavor that trains staff members in the practices and standards of good journalism. Funds will support the journalism program, allow the staff to purchase equipment, pay for services and offset conference fees.

Because a school magazine goes out into the community and is read by students, their families, alumni, and faculty members, your support of the school through advertising will also create good will toward your business and your company name.

Our rates are *very* reasonable-a full-page color ad is just \$250 and if you run a full page in 3 issues, you get a full page for free! Our Buy-3-Get-1-Free deal also applies to half-page ads which are only \$150! We are ready to publish your prepared copy, or our advertising staff will design an ad to suit your message. Please consider the advantages of advertising in our high school magazine and the valuable contribution you will make by helping support the student press.

Please contact business manager Jules Leclercq at lecjul@lbsstudents.org or Fourth Estate adviser, Trish McHale tmchale@lagunablanca.org, for further information. We hope we can welcome you as one of our advertisers!

Sincerely,

Jules Leclercq

lecjul@lbsstudents.org

Enclosures: Advertising Size and Rate Chart, Publishing Dates

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Advertising Packet

Date _____

Business or Organization _____

Street Address _____

City _____ State _____ ZIP Code _____

Name of Purchaser _____ Phone _____

Student Rep _____

Advertising Deadlines	Terms
<p>10/21 for the November Issue 1/10 for the January Issue 2/26 for the March Issue 5/1 for the June Issue</p>	<p>* Payment is due within 30 days of billing * Advertisers will receive copies of the issue containing their ad upon publication</p>

Advertising Agreement: The above-named advertiser wishes to insert the following ads in the issue(s)

Size of Ad:	Price:	Total Price:

Preparation of Ad: (Check one)	_____ Advertiser furnishes a copy.	_____ Magazine staff to design & prepare ads.
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Payment Method: (Check one)	_____ Prepaid; check received before the date of publication	_____ Please bill after publication of each insertion
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Signed:	Name: _____	Title: _____
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Advertising Rates:

Quarter Page: \$75

Half Page: \$150

Full Page/ Full Bleed: \$250

Online AD: \$15 a month (AD prep additional)

If the advertiser furnishes the ad, it must be the correct dimensions and 300 dpi resolution and CMYK color.

Accepted File Types:

.tiff

.jpg

.psd

.pdf

Advertisers will be invoiced and may request a prorated invoice after each print issue is distributed.

