

THE INCUBATOR

Palo Alto High School Journalism Program
Media Arts Center, Palo Alto High School, 50 Embarcadero Road, Palo Alto, CA 94301

ADVERTISING CONTRACT

ABOUT THE INCUBATOR

The Incubator (which includes Anthro, Ink, KPLY, [proof], and The Paly Voice) is a space for student journalists to develop and grow a diverse range of publications that express the opinions and voice of students in Palo Alto High School's scholastic journalism program.

SERVICES

This contract constitutes an agreement between the client named herein and the Incubator at Palo Alto High School, 50 Embarcadero Road, Palo Alto CA, 94301. Telephone (650) 329-3837. The Incubator agrees to provide advertising according to the specifications of this contract.

The client agrees to provide either a print-ready advertisement or the art and copy necessary to create an advertisement. The staff of the Incubator is capable of designing an ad for your company to use in your specified choice(s), should you need.

Ads designed by the Incubator staff become the property of the Incubator and may not be used in media other than the Incubator without proper licensing fees.

The deadline for receiving advertisements is two weeks prior to the magazine's publication date, unless further notice is given. Cancellation of advertisements will not be accepted after the two week deadline. The magazine will publish during the month(s) specified under 'issues'.

If any problems arise in regards to the ad size, copy, or quality, the advertiser will be notified unless the staff has no control over the problem(s). Occasionally, there can be problems that arise with the printer.

We reserve the right to reject, edit, or cancel any advertisement at any time. If a business pays for the advertising in advance of the publication's creation and the staff decides to cancel the advertisement, money will be refunded for remaining ads. Advertis-

ing shall be free of statements, illustrations, or implications that are offensive to good taste or public decency based upon the opinion of the staff. Advertising shall offer merchandise or service on its merits and refrain from attacking competitors unfairly or disparaging their products, services, or methods of doing business. The staff may run political advertisements.

The staff will not accept advertisements for products or groups that are deemed racist, sexist, illegal for high school students or violate the standard journalistic principles (libel, obscenity, invasion of privacy, contributing to the disruption of the orderly operation of the school).

Ads which the staff accepts are not an endorsement from the staff, advisor, administration, or PAUSD board of education.

Please fill out the needed information under 'Advertiser Information' and email the completed contract to the Incubator at the email address on the back page under "Questions?". Please keep a copy for your records. An invoice will be mailed to the email address provided under 'Advertiser Information'.

PAYMENT TERMS

Payment is due upon completion of the contract. For transactions, Paypal can be used via the MAC Booster account (please let us know if this is your preference). Or make checks payable to "Palo Alto High School," put "Incubator/Veritas" in the notes section, and send a copy to:

Journalism Incubator c/o Paul Kandell
Palo Alto High School
50 Embarcadero Road
Palo Alto, CA 94301

A copy of the print magazine(s) will be sent to the advertiser along with a receipt of the payment.

PRINT PUBLICATION DATES

Anthro is projected to print four times this 2022-23 school year—twice in the first semester and twice in the second semester. The dates of publication are:

- Issue 1 - Sep 2022
- Issue 2 - Nov 2022
- Issue 3 - Feb 2023
- Issue 4 - Apr 2023

Proof is projected to print three times this 2022-23 school year—once in the first semester and twice in the second semester. The dates of publication are:

- Issue 1 - Nov 2022
- Issue 2 - Feb 2023
- Issue 3 - May 2023

Ink is projected to print three times this 2022-23 school year—once in the first semester and twice in the second semester. The dates of publication are:

- Issue 1 - Nov 2022
- Issue 2 - Feb 2023
- Issue 3 - May 2023

SUBMISSION DETAILS

Any staff-provided photographs, artwork, typesetting and design are included in the price of the advertisement. The ad will be managed by the student(s) who sold it. All ads will be created and assembled through Adobe Creative Suite. Advertisers may provide a print-ready copy of an advertisement, or the student representative can create one to your given specifications. Every staff member has been trained to use Adobe software and will work to create an ad that will effectively reach our readers.

DIGITAL AND PODCAST ADS

Digital advertisements appear on a sidebar on the specified website (anthromagazine.org, soundcloud.com/palyradio (KPLY), inkliterarymag.org and/or palyvoice.com). The price labeled under 'Advertising Rates' is charged for each month the digital ad remains up.

Advertisers can renew their digital advertisement after the initial purchase to extend time on the website.

Podcast ads will be recorded directly into the podcast and will cost the price listed per each podcast paid for.

DISCOUNTS

If subscriptions for three issues are bought, a 15% discount will be applied to the price of the ad.

If an advertisement is bought by a non-profit organization (an organization created for a goal other than generating profit for itself or its members), then a 10% discount will be applied to the price of the ad.

ADVERTISER INFORMATION

- Business Name:
- Name of purchaser:
- Address:
- City/State Zip Code:
- Phone:
- Email:
- Authorized Signature:
- Date:
- Student Representative(s):

QUESTIONS?

Email PalyJournalismIncubator@gmail.com.

INDIVIDUAL AD RATES

	Anthro	Proof	Ink	Voice	KPLY
Audio					\$15 ²
Online	\$120 ¹		\$50	\$160 ¹	
1/4 Page	\$140	\$70	\$60		
1/3 Page	\$200	\$100	\$90		
1/2 Page	\$280	\$140	\$130		
2/3 Page	\$390	\$190	\$180		
Full Page	\$540	\$270	\$260		
Inside Cover	\$550	\$280	\$270		
Back Cover	\$550	\$280	\$270		

¹Online ads are 250px X 250px per month on "story" page

²Audio ads are 30 second long per insertion

BUNDLED AD PACKAGES (BULK DISCOUNT)

The full (print and audio/digital) bundle includes all individual Incubator ad offerings for \$440; the print bundle includes a quarter-page ad in all three print publications for \$220 but does not include audio or digital ads. Print bundle ads are 1/4 page, but may be doubled or quadrupled for 1/2 or full page ads.

FULL BUNDLE — \$440 (1/4 page in 3 magazines) (inc. audio + online ads)	PRINT BUNDLE — \$220 (1/4 page in 3 magazines)
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✓	Anthro Print	✓
✓	Proof Print	✓
✓	Ink Print	✓
✓	Paly Voice Online	
✓	Anthro Online	
✓	KPLY Radio [Audio]	