THE HOWL ADVERTISING CONTRACT
Clarksburg High School
22500 Wims Road
Clarksburg, Maryland 20871
301-444-3078/ Fax: 301-444-3595 (ATTN: GOODMAN)
Email: Sara_E_Goodman@mcpsmd.org
http://my.highschooljournalism.org/md/clarksburg/chs/

Advertising Schedules

By Size
___Full Page: $190 ___Half Page: $100 ___Quarter Page: $55
Full or Half Page ads in color: plus $50

By Column Inch
BASIC RATE FOR ONE ISSUE: $3.50 per column inch.
__4" AD: $14.00 __6" AD: $21.00 __8" AD: $28.00 __12" AD: $42.00

BASIC RATE FOR 2-3 ISSUES: $3.35 per column inch.
__4" AD: $13.40 __6" AD: $20.10 __8" AD: $26.20 __12" AD: $40.20

BASIC RATE FOR 4-6 ISSUES: $3.25 per column inch.
__4" AD: $13.00 __6" AD: $19.50 __8" AD: $26.00 __12" AD: $39.00

Dates of Publication: 2008-2009
____Friday, September 26 ______Friday, February 13
____Friday, October 24 ______Friday, March 13
____Friday, December 12 ______Friday, May 1

BUSINESS NAME:_________________________ PHONE #:___________
BILLING ADDRESS:______________________________________________
_________________________________________ZIPCODE_________
CONTACT PERSON:_______________________________________________
SIGNATURE/TITLE:______________________________________________
SIZE AND FREQUENCY OF AD: ________________________________
BILLING SCHEDULE: ____PER ISSUE ____IN ADVANCE
STATUS OF ADVERTISING COPY:  ____Camera Ready: No Changes
______________________________________________________________
____Camera Ready: Minor Changes
____Ad Copy Enclosed for Typesetting
____Ad Copy Not Enclosed
DIMENSIONS FOR ADS:

4” ad: 2 inches high by 4.5 inches wide
6” ad: 3 inches high by 4.5 inches wide
8” ad: 4 inches high by 4.5 inches wide
12” ad: 6 inches high by 4.5 inches wide
Quarter-page ad: 8 inches high by 4.5 inches wide
Half-page ad: 8 inches high by 9.5 inches wide
Full-page ad: 15 inches high by 9.5 inches wide