*The Redwood Bark*, Redwood High School’s student news media, invites you to advertise with us. We produce an award-winnning publication, consistantly ranked as one of the top in the country. Our print circulation of about 2,000 reaches the school, community, and local businesses each month. Beginning this fall, the *Bark* will be printing in full color. Additionally, our website, covering the entire Redwood experience in writing, photo, and video, has receieved over 189,000 unique page views and has over 21,000 unique visits.

Attached is an advertising contract, along with a list of advertising rates. Please contact us before you decide to return the completed contract and payment to the *Redwood Bark* by mailing it to the address below, or giving it to a staff member. Please make your check out to the *Redwood* *Bark*.

If your ad runs in the paper, you will receive a copy of the issue of the *Bark* in which it ran. Web ads will be prominent at [*www.redwoodbark.org*](http://www.redwoodbark.org)*.* If the ad is unsatisfactory for any reason, or you wish to make changes for future issues, please let us know promptly.

We happily accept files in many technological formats, but prefer to deal with .jpg format for web and print. The quality of the ad's appearance is important to us, so that we know your ad is effective in reaching the intended audience. We can design ads for you or your company if you'd like, or adapt your materials into our printing and web processes. We encourage you to submit advertisements in color, but we reserve the right to reject advertising that does not meet our appearance standards, including excessively colorful ads that detract from our appearance. Web advertising: Our website is conservative in its coloring with black as a dominant color. Given that web ads are prominently featured at the top or sides of our pages, we ask that web ads fit our appearance by maintaining black or darker colored backgrounds. Please feel free to contact us regarding web ad appearance before our deadline.

Web ads should be 72 dpi in RGB color

Print ads should be 300 dpi in CMYK color.

Please feel free to call us at (415) 945-3632 regarding any questions. If you prefer to email, you may contact us at dfoehr@redwoodbark.org. We, the Bark staff, appreciate your business.

**Last year’s web statistics:**

* 56,400 visits
* 21,300 unique visits
* 189,000 page views
* 59% bounce rate

Sincerely,

Dillon Foehr

Business Manager, *Bark*

Redwood High School

395 Doherty Drive

Larkspur, CA 94939

(415) 945-3632

**Redwood *Bark***

**2013-2014 Rates**

*Ads must meet appearance standards for print and web*

**Print Ads: 1 issue 2-3 issues 4+issues**

**(per issue cost) (per issue cost)**

**[*height x width*]**

**3 x 5 (horizontal) $ 65 $ 60 $ 54**

**4 x 5 (horizontal) $ 85 $ 77 $ 69**

**6 x 5 (vertical) $ 117 $ 105 $ 93**

**8 x 5 (1/4 page) $ 150 $ 138 $ 122**

**4 x 10 (1/4 page) $ 150 $ 138 $ 122**

**8 x 10 (1/2 page) $ 300 $ 275 $ 250**

**­­Web Ads: *One of three rotating ads* 1 month 2+ months**

**Top of page banner: 728 x 90 pixels $200 $180**

**Mid-page square: 250 x 250 pixels $150 $135**

***\*\*Web Ads are sold by calendar month example: Oct. 1 – Oct. 30\*\****

\*\* Nonprofit organizations, including student organizations, automatically receive 4+ issue discount rate \*\*

**For more information contact: Dillon Foehr, Business Manager**

**(415) 945-3632**

**Or at dfoehr@redwoodbark.org**

**Or Tom Sivertsen, adviser, at *tom@redwood.org***

**•No business card ads please•**

**Advertising Contract**

**Redwood High School**

**395 Doherty Drive**

**Larkspur, CA 94939**

**945-3632**

This contract authorizes the publication of advertising in the Redwood Bark.

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(Advertiser Name) (Telephone Number)

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(Advertiser Address)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Email)­

WEB: (Sold per calendar month)

Circle months to run:

September February

October March

November April

December May

January June

PRINT: (Sold per issue/ by size)

**Circle Print Issues to run:**

Sept. 20 March 7

Oct. 18 March 27

Nov. 8 April 4

Dec. 13 May 9

Jan. 31 June 6

WEB: (Sold in monthly periods)

Circle Web months to run:

September February

October March

November April

December May

January June

­ Payment is **required** before publication

I agree to run:

**PRINT:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ad for \_\_\_\_\_\_\_\_\_\_\_\_\_ issues. Cost: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(size) (number)

**WEB:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ad for \_\_\_\_\_\_\_\_\_\_\_\_\_ months. Cost: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(size) (number)

Total Cost: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Name of Company Contact)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Signature)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Dillon Foehr**

*Redwood Bark* Business Manager