August 27, 2018

*The Redwood Bark*, Redwood High School’s student news media, invites you to advertise with us. We produce an award-winning publication, consistently 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. Additionally, all of our print content and more is available on our website, [www.redwoodbark.org](http://www.redwoodbark.org).

 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.

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) 924-6200 ext. 6177 regarding any questions. If you prefer to email, you may contact me at business@redwoodbark.org. We, the Bark staff, appreciate your business.

Sincerely,

Lucie James

Business Manager, *Bark*

Redwood High School

395 Doherty Drive

Larkspur, CA 94939

**Redwood *Bark***

**2018-2019 Rates**

*Ads must meet appearance standards for print and web*

**Print Ads: 1 issue 3+ issues 5+ 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 5+ issue discount rate \*\*

 **For more information contact: Lucie James, Business Manager**

**(415) 924-6200 ext. 6177**

 **Or at business@redwoodbark.org**

**Or Erin Schneider, adviser, at eschneider@redwoodbark.org**

 **Advertising Contract**

**Redwood High School**

**395 Doherty Drive**

 **Larkspur, CA 94939**

**(415) 924-6200 ext. 6177**

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

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

 (Advertiser Name) (Telephone Number)

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

 (Advertiser Address)

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

(Email)

**2018-2019 school year publishing dates:**

|  |  |
| --- | --- |
| PRINT: (Sold per issue/ by size)**Circle print issues to run:**September 13 March 15October 26 April 5December 14 May 31February 8  | WEB: (Sold per calendar month)**Circle months to run:**September 13 March 15October 26 April 5December 14 May 31February 8  |
|  |  |

Payment is **required** before publication. The deadline for ad contract and copy of the ad is due the Sunday before the issue runs.

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)

**Please scan and email, fax or mail back to:**

*Redwood Bark* Business Manager

395 Doherty Dr. Room 177

Larkspur, CA 94939

(415) 924-6200 ext. 6177

(415) 924-2113 (fax)