



VERITAS MAGAZINE

ADVERTISING CONTRACT

ABOUT VERITAS

Veritas uses the power of the student press to inform and entertain the Palo Alto High School community while pursuing the values of the Palo Alto Unified School District, Palo Alto High School and scholastic journalism.

SERVICES

Photographs, artwork, typesetting and design are included in the price of the advertisement. Your ad will be managed by the student who sold it. All ads will be created and assembled using Adobe Creative Suite 6. Advertisers may provide a print-ready copy, or the student representative can create an advertisement to your specifications. Each of our staff members has been trained to use Adobe softwares and will work with you to create an ad that will effectively reach our readers.

ADVERTISING RATES

All ads will be in color

1/8 page	\$75
1/4 page	\$145
1/3 page	\$200 (Vertical)
1/2 page	\$285
2/3 page	\$390 (Vertical)
Full page	\$560
Inside cover	\$570
Back cover	\$580

AD SPECIFICATIONS

Email palyveritas@gmail.com for size info.

PUBLICATION DATES

Veritas is projected to print three times a school year by journalism students at Palo Alto High School. The 2018-2019 dates of publication are:

- Issue 1 – October 11, 2018
- Issue 2 – February 2019
- Issue 3 – May 2019

PAYMENT TERMS

Payment is due upon completion of the contract. Checks should be made out to Palo Alto High School with "Veritas" marked in the notes section. A copy of the Veritas magazine will be sent to the advertiser along with a receipt of the payment. The deadline for placing advertisements is two weeks prior to the magazine's publication date, unless other special arrangements are made. Cancellation of advertisements will not be accepted after this two week deadline.

NON-PROFITS

If a subscription is bought by a non-profit organization (an organization created for a goal other than generating profit for itself or its members) then a 30% discount applies to the price of the ad.

DISCOUNTS

If a subscription for all five issues is bought, a 20% discount applies to the price of the ad.

If a subscription for three issues is bought, a 10% discount applies to the price of the ad.

Name:
Email:
Phone #:

Palo Alto High School
50 Embarcadero Rd.
Palo Alto, CA 94301

T: (650) 329-3837
F: (650) 329-3753
palyveritas@gmail.com

VERITAS MAGAZINE ADVERTISING CONTRACT

ADVERTISER INFORMATION

Business Name _____

Address _____

City /State/Zip _____

Phone _____

Fax _____

Email _____

Authorized signature _____

Date _____

Student representative(s) _____

PUBLICATION DATES

Select all which apply:

10% discount with three insertions

30% discount as a non-profit

Size:

1/8 page

2/3 page

1/4 page

Full page

1/3 page

Inside cover

1/2 page

Back cover

ISSUES

Check the issues in which this ad(s) is to run.

Issue 1 – October 11, 2018

Issue 2 – February 2019

Issue 3 – May 2019

SERVICES

This contract constitutes an agreement between the client named herein and the student magazine Veritas at Palo Alto High School, 50 Embarcadero Road, Palo Alto, CA 94301. Telephone (650) 329-3837. Veritas magazine agrees to provide the 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 Veritas magazine is capable of designing an ad for your company to use in Veritas magazine, should you need. Ads designed by Veritas magazine

staff become the property of Veritas magazine and may not be used in media other than Veritas magazine without proper licensing fees.

The deadline for receiving advertisements is two weeks prior to the magazine's publication date, unless special arrangements are made. The magazine will print publish five times per year, on the dates specified in the bottom left corner.

If any problems arise with ad size, copy or quality, the advertiser will be notified unless the staff had no control over the problems. Occasionally, there can be problems with the printer.

We reserve the right to reject, edit or cancel any advertisement at any time. If a business pays for advertising in advance of publication and the staff decides to cancel the advertising, money will be refunded for remaining ads. Advertising 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 racist, sexist, illegal for high school students, or violate the standard journalistic principals (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, adviser, administration, or PAUSD board of education.

Please supply the following information and fax (650-329-3753) or mail a copy of this form to Veritas magazine at the address above. Please keep a copy for your records. The name and address under 'Advertiser Information' is where a copy of Veritas magazine and invoice will be mailed.

Name:

Palo Alto High School

T: (650) 329-3837

Email:

50 Embarcadero Rd.

F: (650) 329-3753

Phone #:

Palo Alto, CA 94301

palyveritas@gmail.com