

The Rebellion

Student Newspaper of Boone County High School

Newspaper Advertising Rates 2014-2015

The BCHS student newspaper, The Rebellion, will be published seven times this year (November, December, January, February, March, April, May) and your ad has the potential to reach a school population of around 1,500 students and teachers. Take advantage of our 4 or 7-month plan discounts and establish yourself in the minds of our readership!

The paper is 11" x 17" and incorporates a five-column-wide design. Custom ad sizes (i.e. a banner, double business card, etc.) are possible! Below are simply common sizes. Contact Lance Melching, at 859-282-5650 x4158 or lance.melching@boone.kyshools.us.

Column widths		Ad Rate = \$4.00 per column inch		
1 column	1.84"	Common Sizes	Col. Inches	Price
2 column	3.88"	Business Card (2 columns wide by 2" tall)	4	\$ 16.00
3 column	5.92"	Quarter Page (3 columns wide by 8" tall)	24	\$ 96.00
4 column	7.96"	Half Page (5 columns wide by 8" tall)	40	\$ 160.00
5 column	10"	Full Page (5 columns wide by 16" tall)	80	\$ 320.00

Buy 4 or 7 months' worth of advertising and save!

Buy any size ad space for 7 issues and receive a 25% discount! Buy 4 months and receive a 12.5% discount!

4 month discount rate = \$3.50/column inch		7 month discount Rate = \$3/column inch			
Common Sizes	Col. In.	4 mos. Price/Iss.	Total for 4 mos.	7 mos. Price/Iss.	Total for 7 mos.
Business Card (2 col. wide by 2" tall)	4	\$ 14.00	\$ 56.00	\$ 12.00	\$ 84.00
Quarter Page (3 col. wide by 8" tall)	24	\$ 84.00	\$ 336.00	\$ 72.00	\$ 504.00
Half Page (5 col. wide by 8" tall)	40	\$ 140.00	\$ 560.00	\$ 120.00	\$ 840.00
Full Page (5 col. wide by 16" tall)	80	\$ 280.00	\$ 1,120.00	\$ 240.00	\$ 1,680.00

BCHS Organizations get a discounted rate!*

BCHS Organization Ad Rates = \$2.50 per column inch		
Common Sizes	Col. Inches	Price
Business Card (2 columns wide by 2" tall)	4	\$ 10.00
Quarter Page (3 columns wide by 8" tall)	24	\$ 60.00
Half Page (5 columns wide by 8" tall)	40	\$ 100.00
Full Page (5 columns wide by 16" tall)	80	\$ 200.00
*Ads must be related to a BCHS activity to qualify for student organization discount.		

BEST VALUE!

Print Dates and Advertising Deadlines

Papers are typically published during the last week of each month, except for December and May, where they are published during the last week of school in that month. Some issues will have thematic content geared towards a holiday or school event.

Issue	Ads Due	Issue	Ads Due	Issue	Ads Due	Issue	Ads Due
November	11/11	January	1/13	March	3/10	May	5/5
December	12/2	February	2/10	April	4/7		

- All print dates are subject to change.
- Ads and payment must be received by 2:30 p.m. on the day of the deadline.
- Checks should be made out to Boone County High School, c/o newspaper advisor
- If you have a pre-designed ad, e-mail submission of that ad is preferable. We accept jpg, tif and pdf formats with a resolution of at least 130 dpi. Jpg is the preferred format.
- Please submit ads to lance.melching@boone.kyshools.us.
- We do have in-house ad designers who will design your ad if you submit information and/or a draft.
- Questions may be directed to Lance Melching at 859-282-5655 x4158 or via e-mail at lance.melching@boone.kyshools.us.
- The newspaper advisor and the administration of Boone County High School reserve the right to decline ads that are deemed inappropriate for a high school setting.

October 16, 2014

Dear Potential Advertiser:

Please consider buying an advertisement in the pages of *The Rebellion*, the student newspaper of Boone County High School. Our paper is published on a monthly basis and made available to a body of students and staff that numbers more than 1,500. Our newspaper represents a unique opportunity for your business to reach this captive audience!

In addition to finding a good use of your advertising dollars, you will also be promoting a valuable school activity and supporting a successful team of student journalists that have been recognized with 18 awards over the past four years by the Kentucky High School Journalism Association. These hardworking students deserve your support.

To help you maximize the "bang for your buck," we are offering discounts to any advertiser who purchases four or seven months of advertising space. The best value is presented by seven months' worth of advertising at a 25 percent discount from the single issue price! The repeat exposure will really help your brand establish roots in the minds of our readers. These advertisements can be placed at your discretion throughout any of the year's seven 2014 issues. If you do not have an ad designer, our student designers will use the text and logos you provide to design an engaging advertisement at no additional charge.

Take advantage of this unique opportunity to promote your business and support a successful school program right in your community! We here at *The Rebellion* look forward to doing business with you in the future.

Sincerely,


Lance Melching
Advisor