

NORTHWEST HORIZONS NEWSPAPER

2011-2012 Ad Rate Information

Northwest Guilford High School
5240 NW School Road
Greensboro, NC 27409
Phone: 336-605-3300 Fax: 336-605-3314

Publication Dates

| | |
|----------|-------------------|
| Issue #1 | October 13, 2011 |
| Issue #2 | November 17, 2011 |
| Issue #3 | December 21, 2011 |
| Issue #4 | February 28, 2012 |
| Issue #5 | April 19, 2012 |
| Issue #6 | May 24, 2012 |

AD Sizes and Rates

| Ad size | B&W, Each/All 6 | Color, Each/All 6 |
|-------------------------------|-----------------|-------------------|
| Business Card (horizontal) | \$25/\$120 | \$35/\$160 |
| 1/8 page | \$50/\$240 | \$60/\$280 |
| 1/4 page | \$100/\$480 | \$115/\$550 |
| 1/2 page | \$160/\$760 | \$175/\$840 |

**If client orders an ad for all 6 issues, client must pay upfront and in full in order to receive a 20% discount!*

Inserts (any size)

| | |
|--------------------------|-------------|
| Client prints, we insert | \$125/issue |
|--------------------------|-------------|

Terms of contract

- The deadline for placing newspaper advertisements is 10 days prior to publication. We accept camera-ready ads in the form of .PDF files or JPEGs.
- In order to receive a 20% discount, advertisers must agree to an ad for the entire year and pay the total bill up front. Otherwise, advertisers will be billed with a copy of the ad as it appears in the issue.
- Accounts must be paid within 30 days of the invoice date. Ads that are unpaid will be pulled for the next scheduled issue. We process agency billings and government purchase orders.
- We will try to honor page requests, but we cannot guarantee placement on the requested page.
- We reserve the right to refuse advertising when it is deemed inappropriate for a high school publication. The client also understands that an advertisement may not run if the conditions of the contract are not met.

Northwest Guilford High School is located in the affluent, densely populated northwest part of Greensboro near the Triad International Airport. Many businesses in this community have advertised successfully with us because ads reach a receptive buying public with strong purchasing power. Our school community wants to know about your business and will support it. Please let us serve your advertising needs by setting up an advertising contract with us today!

Questions? Email the adviser, Melanie Huynh-Duc, at huynhdm@gcsnc.com.