

The Pioneer Optimist

Pioneer High School

601 W. Stadium Blvd. • Ann Arbor, Michigan 48103

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2016-17 Online Ad

Rates & Contract

(The Pioneer Optimist staff reserves the right to refuse any ad deemed inappropriate for a high school student audience.)

Company

Billing Address

Contact Person

Phone _____ Fax _____ E-mail: _____

Ad sizes and rates (measurements in pixels; each ad runs on site for 30 days):

- Banner, approx. 728 x 90 (landing page only) = \$125
- Half Banner, approx. 234 x 60 (any page) = \$85
- Small rectangle, approx. 180 X 150 (any page) = \$25

Ad Size: _____ Banner _____ Half banner _____ Sm. rectangle

Frequency (how many months will the ad run in?): _____ *(10% discount applied for ads running 2+ months)

Unit Cost (1 month ad price based on size):

\$ _____

Set-up fee?

(see below)

\$25.00

Total Cost:

(unit cost x frequency + set-up)

\$ _____

Date(s) of insertion -- Please list the date(s) you would like your ad to begin appearing on *The Pioneer Optimist* website (dates must fall between Sept. 6, 2016 and May 27, 2017:

Ad copy is due one week prior to insertion date. The advertiser will provide camera-ready advertisement either in hard copy or via e-mailed pdf file. *The Pioneer Optimist will produce your ad for a \$25 set-up fee.* All ads will run in full color in the online edition.

Copy: _____ Camera Ready _____ To be designed by *Optimist* staff

Payment Method: _____ Prepaid (make check to *The Pioneer Optimist*) _____ Please Invoice

Purchaser's Signature _____ **Date** _____
Purchaser's Title _____