

THE INCUBATOR

Palo Alto High School Journalism Program
Media Arts Center, Palo Alto High School, 50 Embarcadero Road, Palo Alto, CA 94301

ADVERTISING CONTRACT

ABOUT THE INCUBATOR

The Incubator (Anthro, Ink, KPLY, Proof, The Paly Voice) aims to create innovative, sustainable platforms for developing student publications that express the opinions and voice of students in Palo Alto High School's scholastic journalism program.

SERVICES

This contract constitutes an agreement between the client named herein and the Incubator at Palo Alto High School, 50 Embarcadero Road, Palo Alto CA, 94301. Telephone (650) 329-3837. The Incubator 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 the Incubator is capable of designing an ad for your company to use in your specified choice(s), should you need.

Ads designed by the Incubator staff become the property of the Incubator and may not be used in media other than the Incubator without proper licensing fees.

The deadline for receiving advertisements is two weeks prior to the magazine's publication date, unless further notice is given. The magazine will publish during the month(s) specified under 'issues'.

If any problems arise in regards to the ad size, copy, or quality, the advertiser will be notified unless the staff has no control over the problem(s). Occasionally, there can be problems that arise with the printer.

We reserve the right to reject, edit, or cancel any advertisement at any time. If a business pays for the advertising in advance of the publication's creation and the staff decides to cancel the advertisement, 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. Adver-

tising 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 deemed racist, sexist, illegal for high school students or violate the standard journalistic principles (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, advisor, administration, or PAUSD board of education.

Please supply the following information by mail or email to the Incubator at the address above. Please keep a copy for your records. The name and address under 'Advertiser Information' is where a copy of the Incubator and invoice will be mailed.

PAYMENT TERMS

Payment is due upon completion of the contract. For transactions, Paypal can be used via the MAC Booster account (Please let us know if this is your preference.) Or make checks payable to "Palo Alto High School," put "Incubator/Veritas" in the notes section, and send a copy to:

Journalism Incubator c/o Paul Kandell
Palo Alto High School
50 Embarcadero Road
Palo Alto, CA 94301

A copy of the print magazine(s) will be sent to the advertiser along with a receipt of the payment. The deadline for the placement of the advertisement is two weeks prior to the magazine's publication date, unless told otherwise. Cancellation of advertisements will not be accepted after the two week deadline.

PRINT PUBLICATION DATES

Anthro is projected to print two times in the first semester of the 2021-2022 school year by journalism students that attend Palo Alto High School. The dates of publication are:

Issue 1 - Nov/Dec 2021

Issue 2 - Mar/Apr 2022

Issue 3 - May/June 2022

Proof is projected to print three times in the 2021-2022 school year by journalism students who attend Palo Alto High School. The dates of publication are:

Issue 1 - Nov 2021

Issue 2 - Feb 2022

Issue 3 - May 2022

Ink is projected to print one time in the first semester by journalism students that attend Palo Alto High School. The dates of publication are:

Issue 1 - Dec 2021

Anthro, KPLY, Ink and The Paly Voice have ongoing online sites where more articles are posted throughout the school year.

SUBMISSION DETAILS

Any staff-provided photographs, artwork, typesetting and design are included in the price of the advertisement. The ad will be managed by the student(s) who sold it. All ads will be created and assembled through Adobe Creative Suite. Advertisers may provide a print-ready copy of an advertisement, or the student representative can create one to your given specifications. Every staff member has been trained to use Adobe software and will work to create an ad that will effectively reach our readers.

DIGITAL AND PODCAST ADS

Digital advertisements appear on a sidebar on the specified website (anthromagazine.org, soundcloud.com/palradio [KPLY], inkliterarymag.org or palyvoice.com) and cost the price labelled under Advertising Rates for each month they remain up.

Advertisers can renew their digital advertisement after the initial purchase to extend time on the website.

Podcast ads will be recorded directly into the podcast and will cost the price listed per each podcast paid for.

DISCOUNTS

If subscriptions for three issues are bought, a 15% discount will be applied to the price of the ad.

If an advertisement is bought by a non-profit organization (an organization created for a goal other than generating profit for itself or its members), then a 10% discount will be applied to the price of the ad.

ADVERTISER INFORMATION

Business Name _____

Address _____

City/State Zip Code _____

Phone _____

Email _____

Authorized Signature _____

Date _____

Student Representative(s) _____

QUESTIONS?

Email PalyJournalismIncubator@gmail.com.

INDIVIDUAL AD RATES

	Anthro	Proof	Ink	Voice	KPLY
Audio					\$15 ²
Online	\$120 ¹			\$160 ¹	
1/4 Page	\$140	\$70	\$60		
1/3 Page	\$200	\$100	\$90		
1/2 Page	\$280	\$140	\$130		
2/3 Page	\$390	\$190	\$180		
Full Page	\$540	\$270	\$260		
Inside Cover	\$550	\$280	\$270		
Back Cover	\$550	\$280	\$270		

¹Online ads are 250px X 250px per month on "story" page

²Audio ads are 30 second long per insertion

BUNDLED AD PACKAGES (BULK DISCOUNT)

The full (print and audio/digital) bundle includes all individual Incubator advertising offerings for \$440 whereas the print bundle includes a quarter-page ad in all three print publications of the Incubator for \$220 but does not include audio or digital ads. Print bundle ads are 1/4 page, but may be doubled or quadrupled for 1/2 or full page ads.

FULL BUNDLE — \$440 (1/4 page in 3 magazines) (inc. audio + online ads)	PRINT BUNDLE — \$220 (1/4 page in 3 magazines)
✓ Anthro Print	✓
✓ Proof Print	✓
✓ Ink Print	✓
✓ Paly Voice Online	
✓ Anthro Online	
✓ KPLY Audio	