

**THE AMITY TRIDENT**  
Amity Regional High School's Student Newspaper

**ADVERTISING PACKET**  
Readership is estimated at 1,500 a month.

**READERS?** students, faculty, and administration of Amity Regional High School; faculty of Amity Middle Schools – Bethany and Orange Campuses; public venues in Bethany, Orange, and Woodbridge, Connecticut

**WHO SHOULD ADVERTISE?** Those whose seek to tap into the dynamic spending potential of teenagers ages 13-18 should advertise in *The Amity Trident*. Advertising is also an excellent way to show support for the school.

<b>TYPE OF AD SPACE</b>	<b>DIMENSIONS (in inches)</b>	<b>SINGLE ISSUE (cost per month)</b>	<b>MULTIPLE ISSUE (8-9 issues; cost per month)</b>
Quarter Page	4x4	\$40.00	\$35.00
Half Page	10x8	\$90.00	\$85.00
Full Page	10x16	\$180.00	\$170.00
Back Page	10x16	\$225.00	\$215.00

Ad sizes are approximate, as they can vary slightly to fit the monthly format of the paper. Custom sizes are available! The printable area of the newspaper is 10" wide by 16" long. Your ad can take up any variety of dimensions within this area.

**ADVERTISING COMPANY INFORMATION** (Please Print Neatly)

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Company Name

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Contact Person

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Company Address

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City

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State

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Zip Code

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Telephone Number(s)

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Fax

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Email

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Website

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Name of *Trident* staff member contracting for the ad

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Date

## ADVERTISEMENT CONTRACT SELECTION GRID

TYPE OF AD SPACE	DIMENSIONS (IN INCHES)	SINGLE ISSUE CONTRACT	September	October	November	December	February	March	April	May	June
		MULTIPLE ISSUE CONTRACT									
Quarter Page	4x4	\$40.00									
		\$35.00									
Half page	10x8	\$90.00									
		\$85.00									
Full Page	10x16	\$180.00									
		\$170.00									
Back Page	10x16	\$225.00									
		\$215.00									

**AD space** \_\_\_\_\_ (enter type of ad space)

**AD will run** \_\_\_\_\_ to \_\_\_\_\_ (enter starting & ending month)

**Contract length** \_\_\_\_\_ (enter number of months)

**Amount per month** \_\_\_\_\_ (enter monthly cost)

**Total amount** \_\_\_\_\_ (enter total cost)

**TERMS AND CONDITIONS**

By signing this invoice, you, the representative of your company, agree to the terms and conditions of this contract. All ads should be in by the first of the month of publication. Ads will be run again automatically for contract customers if no changes are received by the first of the month. This paper reserves the right to refuse ads that it deems out-of-character and/or contrary to the purposes of the paper or the welfare of its readers. Distribution dates listed above are approximations and may be altered as the school year progresses. In the event that an alteration is made to the printing schedule every effort will be made to contact you with information about the change.

**ACCOUNTABILITY AND LIABILITY**

No oral contracts. A signed original of this contract must be on file with *The Amity Trident* before any insertion orders are accepted. Signed contracts may not be cancelled without financial penalty. The company specified above will be held liable for any legal fees regarding failure of payment.

**CONDITIONS OF PAYMENT**

Bills will be issued on a monthly basis. If the contract covers advertisements in multiple issues of the newspaper *The Amity Trident* will bill your company monthly. Early payments are acceptable and will not be subject to any fees or penalties. Failure to make payment on time may result in loss of advertisement space for future issues of the newspaper. Payment is due within two weeks of the date of invoice. Payments overdue in excess of 30 days will accrue interest at a rate of 1.5% per week of delinquency until payment is received.

I would like to run an ad in Amity Regional High School's newspaper *The Amity Trident* for the time period and at the price indicated above. I accept the responsibility of paying for said Ad within the allotted billing period.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Printed Name and Title: \_\_\_\_\_