DEXTER COMMUNITY SCHOOLS

DreadWatch and *DreadNotes* Advertising Specifications for 2025-2026

Advertising Option	Size	Price
Back cover*	Full-page 5.5 in x 8.25 in.	$2,000
Inside front cover*	Full-page 5.5 in x 8.25 in.; Half-page 5.5 in x 4.125 in.	Full-page $1,200; Half-page $720
Inside back cover*	Full-page 5.5 in x 8.25 in.; Half-page 5.5 in x 4.125 in.	Full-page $1,200; Half-page $720
Full-page interior	5.5 in x 8.25 in.	$1,000
Half-page	5.5 in x 4.125 in.	$600
Quarter-page	2.75 in. x 4.125 in.	$350
Eighth-page	2.75 in. x 2 in.	$200

** Prime placement*

Volume Discounts

- Ads in all four magazines - 10%
- Ads in all three *DreadWatch* magazines - 5%
- Ads must be the same size/placement for all issues but you can put a new ad in each one.
- To receive a discount, the order for recurring ads must be placed by December 1.

Design Specifications

- Prime placement will be booked on a first come, first-served basis.
- Must be a .png, .jpg, .svg, or .pdf file format.
- Resolution must be at least 300 dpi.
- Ads will be printed in full color.
- Must adhere to the size specifications listed above.
- Must adhere to all Dexter Community Schools Board of Education policies with special attention to policy 9700.01 regarding Advertising and Commercial Activities, in particular, but not limited to:
    - *No advertisement shall promote or contain references to alcohol, tobacco, drugs, drug paraphernalia, weapons, or lewd, vulgar, obscene, pornographic or illegal materials or activities, gambling, violence, hatred, sexual conduct or sexually explicit material, X or R rated movies, or gambling aids.*
    - Dexter Community Schools reserves the right to decline ads that do not align with our mission and policies as a public school.

Custom Design Work

- Our team is available for customized advertisement design work for an additional fee of $50 per ad. For this flat fee, we will design an ad for your business upon confirmation of your ad. We will discuss your goals and ideas and produce a rough draft for approval, then tweak it once based on your feedback. Additional revision may incur additional costs. You will need to provide an appropriate resolution logo if you want it included in the ad.
- Design consultation must occur at least 10 business days prior to the Ad Submission Deadlines listed below. It is the responsibility of the advertiser to contact our office for design consultation.

Publication	Publication Date	Ad Submission Deadline
DreadWatch - Fall issue	January 2026	December 1, 2025
DreadNotes	March 2026	February 2, 2026
DreadWatch - Winter issue	May 2026	April 6, 2026
DreadWatch - Spring issue	July 2026	June 1, 2026