DEXTER COMMUNITY SCHOOLS

DreadWatch and *DreadNotes* Advertising Specs 2026-2027

Advertising Options

Ad Placement	Size	Price
Back cover*	Full-page 6.25 in. W x 6 in. H	$2,100
Inside front cover*	Full-page 5.5 in. W x 8.25 in. H; Half-page 5.5 in. W x 4.125 in. H	Full-page $1,260; Half-page $760
Inside back cover*	Full-page 5.5 in. W x 8.25 in. H; Half-page 5.5 in. W x 4.125 in. H	Full-page $1,260; Half-page $760
Full-page interior	5.5 in. W x 8.25 in. H	$1,050
Half-page	5.5 in. W x 4.125 in. H	$630
Quarter-page	2.75 in. W x 4.125 in. H	$370
Eighth-page	2.75 in. W x 2 in. H	$210

*prime placement—first come, first served

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 change the art for each one.
- To receive a discount, the order for recurring ads must be placed by Friday, December 4, 2026.

Design Specifications

- Prime placement will be booked on a first come, first-served basis.
- Must be a .png, .jpg, 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 3308 regarding Advertising and Distribution of Literature, 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, provide a rough draft for approval, then tweak it once based on your feedback. Additional revision may incur additional costs.
- Requests for custom design work must be made 15 business days before the ad submission deadlines listed below. It is the responsibility of the advertiser to contact our office for design consultation.

Deadlines

Publication	Publication Date	Ad Submission Deadline	Custom Ad Request Deadline
DreadWatch - Fall issue	January 2027	Friday, December 4, 2026	Friday, November 13, 2026
DreadNotes	March 2027	Friday, February 5, 2027	Friday, January 16, 2026
DreadWatch - Winter issue	May 2027	Friday, April 9, 2027	Friday, March 20, 2026
DreadWatch - Spring issue	July 2027	Friday, June 4, 2027	Friday, May 15, 2026

Contact Information

DCS Communications Team: communications@dexterschools.org or 734-424-4102 or 734-424-4137.