

2018-2019

THE EPITAPH: ADVERTISING CONTRACT



This contract is a legally binding entity that holds The Epitaph newspaper and the advertiser to the terms and conditions listed below. A breach in this contract may result in legal action being taken. It authorizes The Epitaph to publish an advertisement on the date(s) indicated on the following page. No advertisement will run without a signed, completed contract on file and proper payment.

CONDITIONS & PAYMENT

- Completed contract must be received by *The Epitaph* at least **ten (10) days prior** to distribution for an advertisement to be run in that issue.
- **Payment must be received by *The Epitaph* at least ten (10) days prior to distribution.** We do not bill advertisers after the issue is published; however, we will work with advertisers on a case-by-case basis.
 - Failure to meet a payment deadline will result in the ad not being run that issue.
- Multiple-issue rates apply only when more than three advertisements are ordered on one contract.
- A contract for **multiple issues must have advertisements of the same size** for all selected issues.
- Online advertisements will be immediately placed onto *The Epitaph* website once received, and will remain on the website for a full 30 day period. The advertisement can be renewed for another 30 days for an additional fee.

ARTWORK

- Email production-ready artwork to epitaph.ads@gmail.com at least **ten (10) days before distribution**, preferably in a .jpg format.
- We reserve the right to reconfigure and modify artwork as necessary. Ads that grossly do not fit into *Epitaph* dimensions will not be accepted unless reconfigured by the advertiser ten (10) days before distribution.
- *The Epitaph* can design both print and online advertisements for an additional fee (see following page for pricing).

Business Manager: Katelyn Pan
Epitaph Phone Line: (408) 522-2572
Homestead High School Fax: (408) 738-8631
Email: epitaph.ads@gmail.com

The Epitaph of Homestead High School
21370 Homestead Road
Cupertino, CA 95014
Adviser: Natalie Owsley

INSERTS

- Delivery of any inserts must be shipped to Homestead High School, Cupertino, **no later than noon the day before distribution**. Advertisers should send 2050 copies of the inserts to the school.
- Failure to have inserts delivered by the deadline will result in the inserts not being distributed with that issue. There is no refund for late deliveries. Inserts that were not distributed may be retrieved at Homestead High School after the distribution date.

CANCELLATIONS

- If an advertiser wants to annul a contract for 1-2 issue advertisements, no cancellation charge will be imposed if *The Epitaph* is informed at least ten (10) days before distribution of said issue.
 - After the ten (10) day period, a cancellation charge of twenty-five percent (25%) of the ad cost will be charged upon the original contract price.
- If an advertiser wants to annul a contract for 3 or more issues, no charge will be added on if *The Epitaph* is informed at least ten (10) days before distribution of the first of the series of issues.
 - After that point, there will be a cancellation charge of fifty dollars (\$50) on each cancelled issue.
- Failure to comply with these terms will result in legal action being taken against the advertiser. *The Epitaph* reserves the right to refuse publication of any advertisement.
- Online advertisements are non-refundable due to the immediate addition of them onto *The Epitaph* website.

DATES FOR HOMESTEAD EVENTS

HOMECOMING WEEK: October 15th – 19th

WINTER FORMAL: TBD

JUNIOR PROM: TBD

SENIOR BALL: TBD

GRADUATION: TBD

For a more detailed calendar, refer to the school calendar at <http://www.hhs.fuhsd.org>

Business Manager: Katelyn Pan
 Epitaph Phone Line: (408) 522-2572
 Homestead High School Fax: (408) 738-8631
 Email: epitaph.ads@gmail.com

The Epitaph of Homestead High School
 21370 Homestead Road
 Cupertino, CA 95014
 Adviser: Natalie Owsley

BUSINESS NAME		CONTACT PERSON	
BUSINESS ADDRESS		()	PHONE NO.
CITY	ZIP	FAX	
EMAIL ADDRESS (PLEASE PRINT NEATLY)			

I wish to place an advertisement of the size indicated above, on the dates indicated above. I understand the Terms & Conditions stated on the reverse side including the procedures, deadlines, and penalties; the failure of meeting the aforementioned terms of this legal-binding agreement could result in legal action against me.

ADVERTISER SIGNATURE	DATE
EPITAPH ADVISER SIGNATURE	DATE
EPITAPH BUSINESS MANAGER SIGNATURE	

ISSUE RUN DATES

circle all that apply

- ISSUE 1 - OCT. 5
- ISSUE 2 - OCT. 31
- ISSUE 3 - DEC. 5
- ISSUE 4 - JAN. 30
- ISSUE 5 - MAR. 6
- ISSUE 6 - APR. 3
- ISSUE 7 - MAY 1
- ISSUE 8 - MAY 29

ADVERTISING RATES **check all sizes that apply**

Size (WxH)	1-2 Issue Rate	3+ Issues Rate
CLEARLY CHECK SIZES WANTED	Price per ad	Price per ad
<input type="checkbox"/> 1 pg: 10" x 15.5" (vert.)	\$650	\$550
<input type="checkbox"/> 1/2 pg: 10" x 7.25" (horiz.)	\$375	\$275
<input type="checkbox"/> 1/4 pg: 4.75" x 7.5" (vert.)	\$265	\$165
<input type="checkbox"/> 1/8 pg: 4.75" x 3.75" (horiz.)	\$190	\$90
<input type="checkbox"/> 1/16 pg: 2.5" x 3.75" (vert.)	\$170	\$70
<input type="checkbox"/> Inserts (per issue order)	\$450	\$350
<input type="checkbox"/> Online: 250 x 250 pixels	\$65 per 30 day period	

**The Epitaph can personally design advertisements for an additional fee of \$30 for online or \$70 for print advertisements.*