

Advertising Information

PRINT ADVERTISING

Our classic print advertising options continue to be the most effective way to reach La Jolla High School students, and print on **tabloid** 11" x 17" format.

Advertisement Size	Discount Rate*	Standard Rate**
Business Card	\$55	\$60
Two-Column	\$90	\$95
Half Page	\$100	\$105
Full Page	\$200	\$250
Two-Page Spread	\$300	\$325
Inserts	\$140	\$150

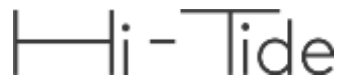
*Discount rate applicable for advertising contracts that extend across 3 issues or more. Discounts may not be retroactively applied.

**See page 3 for full advertising and payment conditions.

NATIVE CONTENT

Subject to approval and reporter availability, our reporters will attend your event, test your product, or visit your establishment, with all on-site expenses subsidized by the advertiser and adequate press access provided. The reporter will return and write a news or feature story about your topic with photographs, and/or a video. This content will match our native format, but will contain a "Sponsored Content" disclaimer.

Item Description	Price
Article Production & Placement	\$250



Print Advertising Terms

Thank you for your interest in becoming a *Hi-Tide* advertiser. The information contained below is important to your purchase, and your signature constitutes an understanding of these terms.

CONTRACT INFORMATION

Advertising in the *Hi-Tide* is on a first-come, first serve basis. A contract is not required to advertise with the *Hi-Tide*, but it is highly recommended as it allows us to reserve space for your advertisement ahead of publication.

ADVERTISING INFORMATION

Digital advertisement artwork must be provided in PDF, JPEG, or PNG file formats. The *Hi-Tide* reserves the right to deny any advertisement. Additionally, by signing this contract, you understand that the *Hi-Tide* may modify your advertisement prior to publication without notifying you or seeking your approval.

For your advertisement to be included, digital artwork must be received by 6:00 PM PST on the the first day of every month. If we do not receive your files by that time, we will not be able to include your advertisement.

PAYMENT INFORMATION

Ads may be paid in cash, check, or both. Unless an alternative arrangement is made, **full payment must be made before the publication date.** Please make checks payable to “LJHS Hi-Tide”. Prices are subject to change at the *Hi-Tide*’s sole discretion, and possibly without prior notice. Custom advertising packages may also be arranged.

If you make a payment in excess of the amount due for advertising in the current issue (e.g. payment for advertisement in multiple issues), your balance may not be refundable at a later date.

Refunds may not be available if your advertisement is denied by the *Hi-Tide*, if artwork is not received by the publication date, or for another reason. All school finance policies will apply to your transaction.

PRIVACY INFORMATION

Any information submitted to us will be retained for the remainder of the school year by the advisor. Your email address and phone number may be shared and used to contact you with questions about your advertisement by journalism editors. Check and cash payment will be processed according to school club finance procedures. Any business you conduct with an “@sandi.net” email address is subject to the SDUSD’s data privacy policies. Please contact the SDUSD or school administration for full details on data policies outside the *Hi-Tide*’s control.

GENERAL INFORMATION

The *Hi-Tide* reserves the right to modify the terms of this contract, including publication dates and Advertising due dates at any time without prior notice. If no contract has been signed, its terms are not subject to enforcement.

ADVERTISING WITHOUT A CONTRACT

To advertise without a contract:

No space will be reserved for your advertisement until we receive digital artwork and full payment.

All advertisement digital artwork and payment must be received before the artwork due date.

The *Hi-Tide* reserves the right to deny or modify any advertisement.

Payment, Advertising, and Privacy terms still apply.

ADVERTISER SIGNATURE

DATE

HI-TIDE AUTHORIZATION

DATE

ADVERTISER INFORMATION

Business Name (if applicable): _____

Street Address:

City: _____ State: _____ Zip Code: _____

Contact Name: _____ Phone (+ ext.): _____

Item Description	Quantity	Unit Price
TOTAL DUE		

ISSUE PLACEMENT / ADDITIONAL COMMENTS

CONTACT US

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