



North Eugene Yearbook

The Tartan

Business Advertising Specifications

2014

Photo studios that purchase 1/4 page ad in the yearbook by November 30th will be listed on the senior portraits specifications sheet, available in November 2013. Photo studios who would like just a listing on the specs sheet can arrange for the listing for \$50. Next year's portrait specs sheet will be updated in April and distributed in the front office, and then mailed to parents of seniors in the back-to-school packet in August. It is also available on the school website on the yearbook tab.

Yearbook Ad Rates:

Silver Patron (business name listing near index).....	<input type="checkbox"/>	\$35
Gold Patron (bold business name listing near index).....	<input type="checkbox"/>	\$50
1/8 page (4 ¼ inch wide by 2⅓ inch) display advertisement plus certificate of appreciation for framing plus copy of annual for office or home.....	<input type="checkbox"/>	1/8 pg \$100
1/4 page (4 ¼ inch by 5 inch) display advertisement plus certificate of appreciation for framing plus copy of annual for office or home	<input type="checkbox"/>	1/4 pg \$150
1/2 page (9 inch by 5 inch) display advertisement and certificate of appreciation for framing plus a copy of annual	<input type="checkbox"/>	1/2 pg \$250

More than just a donation! What you get when you support the yearbook:

- Your business listing or full color display advertisement published in this spring's edition of *The Tartan*.
- Our appreciation of your support can be displayed at your business with our complimentary certificate, but more importantly...
- you get a free copy of the *Tartan* yearbook with portraits and candids that capture the spirit of the school year, with your ad in the back (display ads only), so you can reminisce with your loved ones who attended North and help them to remember names of old friends.
- Add our complimentary yearbook to your coffee table, waiting room or lobby to show your community support for student journalism and public education.
- The circulation and marketing aspects of the publication are an authentic experience for students on yearbook staff, and it doesn't work without small business support. Your transaction with our yearbook advertising rep truly supports career skills in education by giving the students a publication to run and income to manage.
- **Photo studios benefit** by having their numbers listed on the senior portrait specifications sheet, which comes out in the spring.
- *We can scan your business card at no extra fee.*
- *Your business name will appear in the index.*
- *email Mr. Sherman, North Eugene High School at sherman_j@4j.lane.edu for details or to place your ad.*

Advertising art is due February 15, 2014. We appreciate 300 d.p.i. Adobe tiff or jpeg files for Mac, or an EPS, and a CMYK file works best for color matching. Color settings from the yearbook plant are available upon request. Student graphic artists are available for hire for custom display advertising, from \$20-\$80, depending on the ad, and you keep the digital ad art. We have a wide variety of fonts and art, and teenagers are clever with wordplay. Please inquire. We know that marketing monies may be tight, so thank you for considering high school journalism as a unique medium for getting the word out about your company.

*Sincerely,
Mr. Sherman and the Tartan staff*



North Eugene Student Newspaper

The Caledonian

2013

www.northeugeneneews.com

Advertising Ratecard for Student Website

Website ad rates are for one (1) year in the Community Sponsors and Supporters tab (see below). Enjoy 10% off on subsequent years, and an additional 10% savings when you package a display ad in the yearbook with your website ad.

Advertisements for the web page should be jpegs or pngs, at 72.dpi.

Full banner advertisement	468 X 60 px.	\$100/year
Half banner advertisement	234 X 60 px	\$55
Hyperlink only		\$20

Student artists can customize your advertisement for a small fee. We will scan your business card for no charge.

Thank you for supporting student journalism.

Sincerely,

The screenshot shows the homepage of 'The Caledonian' website. At the top left is the logo 'The Caledonian' with the tagline 'NEWS FOR NORTH EUGENE HIGH SCHOOL'. To the right is a search bar and a 'Home' button. Below the header is a navigation menu with categories: 'CAMPUS NEWS', 'ENTERTAINMENT', 'FEATURES', 'SPORTS', 'VIDEOS', and 'COMMUNITY SPONSORS AND SUPPORTERS'. A large red banner features the headline 'the highlanders'. Underneath, a 'LATEST POST' section highlights an article titled 'Photo: Students view mock cemetery after Every 15 Minutes Event at NEHS', posted by Mr. Sherman on November 24, 2013. Below this are links for 'Leave a Comment' and 'Campus News, Uncategorized'. A 'FEATURED ARTICLES' section lists 'Grim Reaper Leads to Questions on Drunk Driving Laws' by Renee Martin. On the right side, there is a welcome message and a list of items, including a quote: 'The Every 15 Minutes Assembly and Crash affected me...' and a checkbox item: 'I signed the pledge and will not drink and drive or text and drive and I would find a ride for a friend who is not safe to drive.'

www.northeugeneneews.com

541-790-4593.