



Cooper City High School Advertisement Contract

This form is only to be used for businesses paying up-front for four issues; the payment form for issue-by-issue advertising is called the **Advertisement Agreement**.

ADVERTISEMENT PLACEMENT:

Placement	Size	Price per issue	Price for 4 individual payments	Price with contract for 4 issues
Back cover (color)	14" X 11"	\$300	\$1200	\$1080 (save \$120)
Inside back cover	14" X 11"	\$250	\$1000	\$900 (save \$100)
Inside front cover	14" X 11"	\$250	\$1000	\$900 (save \$100)
Full page	14" X 11"	\$200	\$800	\$720 (save \$80)
1/2 page	7" x 11"	\$100	\$400	\$360 (save \$40)
1/4 page	7" x 5.5"	\$50	\$200	\$150 (save \$20)
Business card	4" x 2"	\$25	\$100	\$90 (save \$10)
Insert (must provide)	8.5" x 5.5" max.	\$250	\$1000	\$900 (save \$100)

PAYMENT METHOD:

Pay a lump sum total by the date selected on the next page for all issues intended to advertise in. This is a one-time payment and does not require multiple transactions. A 10% discount is offered in total for purchase of an up-front contract.

TERM LENGTH:

A contract with The Lariat consists of four (4) issues. In the event that The Lariat does not publish the number of issues paid for in a school year, your business will receive a refund for the issues paid for that were not printed. If The Lariat publishes more issues than paid for, your business can still receive the same discount and advertisement spot if desired.

GRAPHICS:

If you have a pre-made graphic, email it at the highest resolution possible in JPG or PDF format to the below email. If you do not have a graphic, The Lariat can provide free graphic design. You must email a request within 24 hours of having paid for the advertisement. In the email should be the information wanted and general appearance of the graphic. A design member will email the potential graphic back to you for your approval.

You agree that an advertisement for your business will be featured in four (4) issues of The Lariat agreed upon by the terms of contract. It is still the business' correspondent's responsibility to contact The Lariat (at lariateic@gmail.com) with updated graphics when necessary, or else the most recent version of the advertisement will be published.

Payment deadline

Advertisement type

Amount paid

Check number (*write if cash*)

Date

Business name

Business address (please include zip code)

(_____)_____
Phone

Email

Business representative name (print)

Business representative (signature)

Lariat representative name (print)

Lariat representative name (signature)

School year

Cooper City High School - 9401 Stirling Rd. - Cooper City, FL 33328
Cailyn Callaway, Advisor - advisor@thelariatonline.com
Leadership Board - lariateic@gmail.com
