
Advertising Policies & Publication Dates

General Advertising Policies

1. Advertising rates and dates are for the 2018-2019 academic year. Advertisers will be contacted in the event there are changes to the distribution dates.
 2. Ads must be submitted at least 10 days in advance of publication. The Messenger has the right to refuse ads received after this time. In the case of year-long ads, the previously printed ad will be run.
 3. Ads may be picked up by Messenger staff or delivered/sent to jorgensenemily@rsdmo.org. Files must be high resolution JPEG, TIFF, EPS Images, or PDF. Messenger staff may adjust the size of advertisements to fit the contracted size.
 4. Ads may be sent camera ready or designed by Messenger staff.
 5. Advertisers must pay for all ads recorded on the contract. Statements and copies of the Messenger with tearsheets will be mailed within one week of distribution.
 6. Advertisers may request proofs of their advertisement but the request must be made in advance. Any corrections/changes must be made 10 days prior to distribution.
 7. Advertisers may pay in advance or after ads are published. The Messenger reserves the right to stop publishing advertisements if payment for previous ads are delinquent. The Messenger reserves the right to request new advertisers to pay in advance.
- According to Editorial Board policies, the Messenger
- A. The Messenger reserve the right to refuse any ad. All ads need to be approved by the Editorial Board. Any ad deemed not appropriate by the board will not run.
 - B. The Messenger may choose to publish public service ads at the discretion of the editors.
 - C. The Messenger will print political ads which comply with federal, state and local campaign laws.
 - D. Acceptance of advertising does not constitute an endorsement by the school, the staff as a whole or its individual members.
 - E. Students who appear in advertisements must sign a model release form acknowledging they will accept no payment from the client and their appearance is one of support for the publication rather than the business or professional.

Publication Dates:

Issue 1 (Homecoming - 9/29)

Friday, Sept. 21

Issue 2

Friday, Oct. 19

Issue 3

Friday, Nov. 16

Issue 4 (Winter Break)

Friday, Dec. 14

Issue 5

Friday, Feb. 1

Issue 6 (Spring Break)

Friday, March 1

Issue 7 (Prom - 4/13)

Friday, April 12

Issue 8/Senior Magazine

Friday, May 17

Editor In Chief: Kavya Jain
Online Editor: Jenn Bosche
(mhsmessenger@rsdmo.org)

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(messengeradvertising@rsdmo.org)

Adviser: Emily Jorgensen
(jorgensenemily@rsdmo.org)

Marquette Messenger

Advertising Information 2018-2019

The Marquette Messenger values its strong connection with the community. One of the Messenger's goals is to not only provide a quality student-produced publication for Marquette High School but also one for the surrounding community. We invite you to support the Messenger and its goal by advertising your business in the next issue of the Messenger.

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CONTACT INFORMATION:

The Marquette Messenger
2351 Clarkson Rd
Chesterfield, MO 63017

(636) 891-6000 ext. 26228
jorgensenemily@rsdmo.org
www.marquettemessenger.com

Why advertise in the Marquette Messenger?

The Messenger circulates more than 2,500 copies to students, faculty and staff, and more than 200 community subscribers.

The Messenger distributes 8 issues each year including issues specifically scheduled for advertisers' benefit including Homecoming, Winter Mixer/Turnabout, and Prom issues.

The Messenger publishes a magazine at the end of the year specifically to be distributed to seniors as a keepsake.

Ad rates are extremely low to provide a fantastic opportunity to target a teenage audience with tremendous buying power. The Messenger even provides opportunity for discounts on the already valuable rates.

All advertisements are professionally placed by the Advertising Manager using the latest Adobe software to provide the best quality advertisement possible.

The Messenger prides itself on being an award-winning publication.

- Pacemaker Winner from the National Scholastic Press Association.
- Gold Medalist ratings with All-Columbian honors from the Columbia Scholastic Press Association.
- Quill & Scroll Gallup winner.
- Overall Excellence Ratings for marquette-messenger.com from SSP.

2018-2019 Publications Rates & Dates

Print:

Full Page:

10.25 in. wide by 12.38 in. tall
\$325 BW/\$600 color

Half Page:

10.25 in. wide by 6.19 in. tall
\$175 BW/\$300 color

Fourth Page:

5.0278 in. wide by 6.19 in. tall
\$90 BW/\$150 color

Eighth Page:

5.0278 in. wide by 3.095 in. tall
\$48 BW/\$80 color

Inserts:

\$150 (2,000 inserts)

*Advertisers must provide inserts the week of distribution.
Inserts are only distributed at Marquette.

Discounts Available:

***Only one discount applied per customer.**

Ads Paid in Advance: 10% off

3+ Ads: 10% off

Full Year Ads: 15% off

School Organizations: 50% off

Senior Magazine:

***All advertisements run in full color.**

Full Page:

7.5 in. wide by 10 in. tall
\$400

Half Page:

7.5 in. wide by 5 in. tall
\$200

Fourth Page:

3.75 in. wide by 5 in. tall
\$100

Eighth Page:

3.75 in. wide by 2.5 in. tall
\$50

Online:

***Ads run for 2-week sessions.**

****Ad space is limited.**

Banner ad on top of every page: \$100

Banner ad on bottom of every page: \$90

Square ad on sidebar of home page: \$75

Square ad on sidebar of story pages: \$50

Discounts Available:

***Only one discount applied per customer.**

Ads Paid in Advance: 10% off

3-8 Sessions: 10% off

9+ Sessions: 15% off

School Organizations: 50% off