

**The Marquette Messenger**  
**Advertising Contract 2018-2019**

**Business Name:** \_\_\_\_\_ **Contact Person:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **Phone Number:** \_\_\_\_\_  
**Street Address:** \_\_\_\_\_  
**City/State/Zip Code:** \_\_\_\_\_

**ADVERTISING OPTIONS:**  
**PRINT**

**ONLINE**  
*(Online ads run for 2 weeks sessions.)*

**SENIOR MAGAZINE**

**Rates:**  
 2 col. x 3 in. (1/8 page): \$48 BW/ \$80 color  
 2 col. x 6 in. (1/4 page): \$90 BW/ \$150 color  
 4 col. x 6 in. (1/2 page): \$175 BW/ \$300 color  
 4 col. x 12 in. (Full page): \$325 BW/ \$600 color

Inserts: \$150 (2,000 inserts provided by advertiser) this

**Rates:**  
 Banner ad on top of every page: \$100  
 Banner ad on bottom of every page: \$90  
 Square ad on sidebar of homepage: \$75  
 Square ad on sidebar of story pages: \$50

Ads that link away from the Messenger site are an additional \$10.

**Rates:**  
 Full page: \$400  
 Half page: \$200  
 Quarter page: \$100  
 Eighth page: \$50

(All ads are color.)

**Discounts:**  
 Paid in Advance: 10% off  
 3+ Ads: 10% off  
 Full Year Ads: 15% off  
 MHS Organizations: 50% off

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**Selection:**

Issue:	Ad Size	Color/BW	Price
Issue 1: (9/21/18)	_____	_____	_____
Issue 2: (10/19/18)	_____	_____	_____
Issue 3: (11/16/18)	_____	_____	_____
Issue 4: (12/14/18)	_____	_____	_____
Issue 5: (2/1/19)	_____	_____	_____
Issue 6: (3/1/19)	_____	_____	_____
Issue 7: (4/12/19)	_____	_____	_____
Issue 8: (5/17/19)	_____	_____	_____

**Selection:**  
 \_\_\_\_\_ Banner ad on top of every page  
 \_\_\_\_\_ Banner ad on bottom of every page  
 \_\_\_\_\_ Square ad on sidebar of homepage  
 \_\_\_\_\_ Square ad on sidebar of story pages  
 \_\_\_\_\_ Option to link to advertiser's website

**Selection:**  
 \_\_\_\_\_ Full page  
 \_\_\_\_\_ Half page  
 \_\_\_\_\_ Quarter page  
 \_\_\_\_\_ Eighth page

**TOTAL COST:**

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\*Advertisers are bound to the above terms of the contract; no refunds will be made for delinquent ad copy that subsequently could not be published. All ads must be to the business manager by the ad deadline specified on the rate sheet. *The Messenger* reserves the right to refuse an ad or stop production of ads with delinquent payments.

**Advertiser's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Messenger Staff Member's Signature:** \_\_\_\_\_

**The Marquette Messenger**  
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 www.marquettemessenger.com