

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are bound to the above terms of the contract; no refunds will be made for delinquent ad copy that subsequently could not be published.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