

## **WHS Journalism Program 2015-2016**

Willard High School  
*Willarko Yearbook | Tribal Spirit Magazine*  
*Tiger Web News*

Dear Patrons,

We invite you to boost your exposure to the community with advertising in the publications of Willard High School. With more than 1,300 students and their families, Willard High School is the place to advertise your business and gain new customers.

The Willarko Yearbook is published in the spring and offers your business a unique opportunity to show your support of our high school students here in Willard. **All advertisers who purchase a 1/2 page or larger ad will receive a FREE 2016 yearbook.**

The Tribal Spirit Magazine is a 24-page color publication published twice a year. Publication dates are December and May. **All advertisers will receive a copy of the magazine in which their ad appears.**

We also offer an **Ad Package Special**. If you place an ad in both the yearbook and magazine, you will receive **10% off your total purchase**. This is a cost-effective way to advertise your business in as many ways as possible.

All publications are self-funded, which means students must sell ads to pay for production. Your valued advertising support helps us produce the best quality publications possible as well as be able to provide the best educational opportunities to all our students.

Sincerely,

**The Willarko Yearbook and Tribal Spirit Magazine staff**

Sarah Ludlow  
WHS Journalism Adviser  
Willard High School  
(417) 742-3524, Ext. 3208  
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## WHS Journalism Program 2015-2016

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*Willarko Yearbook | Tribal Spirit Magazine*  
*Tiger Web News*

### Yearbook Advertising Rates:

*1/8 page: (business card) \$50*

*1/4 page: \$100*

*1/2 page: \$200*

*Full page: \$400*

### Magazine Advertising Rates:

*1/8 page: (business card)*

If you run 1 ad: \$50 each

If you run 2 ads: \$45 each

*1/4 page:*

If you run 1 ad: \$100 each

If you run 2 ads: \$90 each

*1/2 page:*

If you run 1 ad: \$200 each

If you run 2 ads: \$175 each

*Full page inside:*

If you run 1 ad: \$400 each

If you run 2 ads: \$350 each

### SPECIAL PLACEMENTS:

- **Outside back cover:** add \$50 to original size rate (full or 1/2 page ads only)

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### **AD ART INFORMATION:**

Ads should be submitted as camera-ready art (business card) or can be emailed in digital format (b/w or color). If emailed, make sure your ad is 300 dpi minimum resolution. Please save ad as a .jpg, .pdf or .tiff file and email to [sarahludlow@willardschools.net](mailto:sarahludlow@willardschools.net).

All 1/8 page ads and 1/2 page ads need to be **horizontal** artwork. All 1/4 page ads and full page ads need to be **vertical** artwork.

### **SPECIALS INFORMATION:**

All advertisers who purchase a **1/2 page or larger Yearbook ad** will receive a **FREE 2016 yearbook**. All advertisers who purchase a **Tribal Spirit ad** will receive a **copy of each issue** in which their ad appears.

Ad Package Special: If you place an ad in both the yearbook and magazine, you will receive **10% off** your **total purchase**.