



THE PRECEDENT

OFFICIAL STUDENT NEWSPAPER OF PHS

July 2011

To local business owners:

The Precedent is Perry High School's award-winning student newspaper that is in its fifth year of publication. It is published eight times throughout the school year by the journalism students of PHS, and also appears on the school web site (mychandler.schools.org/phs).

The Precedent is distributed to students, staff, and members of the surrounding community of Perry High School – that's more than 2,400 readers per month. *The Precedent* also exchanges newspapers with other high schools throughout the nation, adding to the diversity of its readership.

Upon request, our design team can create your ad. Photographs, artwork, typesetting, and design are all included in the price of the advertisement. However, if you would like to submit your own advertisement, we would be happy to accommodate you (this is the most popular form of advertising). If you are unsure about exact dimensions, please leave at least ¼ inch to ½ inch margin of error and we will adjust the ad to the correct size. All ads must be submitted electronically in TIFF, JPEG, or PDF format.

QUICK BUY Discount: Earn a discount of 20% off your advertisement by committing to three or more issue in one semester. Its simple – pay in full with this form and deduct 20% from the total.

<i>Style</i>	<i>Size (in inches)</i>	<i>Regular Price</i>	<i>QUICK BUY price</i>
Business card	3.75 x 2	\$40	\$32
1/4 Page	5 x 7.75	\$80	\$64
1/2 Page	10 x 7.75	\$110	\$88
Full Page	10 x 14.5	\$170	\$136
Insert	8.5 x 11	\$145	\$116

Thank you so much for your support. Please feel free to contact us with any questions.

Precedent Staff