

About PHS & the Precedent

The *Precedent* is the official student newspaper of Perry High School and has won both state and national awards. PHS is a community of over 180 faculty/staff members and 3,200 students. Each newspaper is hand-delivered with your advertising to every classroom and office on campus, including the library, gym, auditorium and cafeteria. We also distribute to local businesses and mail our newspaper across the country to our subscribers. Our circulation is 2,000 copies per issue, and the advertisement you purchase will reach a clientele that is eager to do business with you.

A simple process

The *Precedent* gladly accepts digital advertisements prepared by clients. The preferred file format is high-resolution PDF files, JPEG or TIFF files. For additional design guidelines, call (480) 224-2856. Ads may be submitted via e-mail to phsprecedent@gmail.com. All ads are subject to approval. ...

We can design ads according to client input. Clients work on ad design with a student-designer. The cost is \$10 per hour. ...

We can only offer black ink advertisements at this time; color printing is not available. ...

Advertisers must sign a contract in advance, and will be billed by insertion.

Publications Advertising Policy

The adviser and editorial board of the *Precedent* will determine what is acceptable for print. PHS will not accept any advertising promoting illegal services or products inappropriate for students under 18 years of age. Unsuitable ads include promotions for any obscene or explicit material. All ads must be free of racism, sexism and otherwise offensive material. Ads promoting tobacco products, illegal drugs, alcohol and related paraphernalia will be rejected. All advertisements and inserts will be proofread and approved before acceptance. The *Precedent* reserves the right to edit all advertisements for language and grammatical content. If applicable, the advertiser will be informed of any changes being made (or need for revision).

SIZE	PICAS			INCHES (approx.)			RATE per issue	
	width	X	height	width	X	height	1-2	3+
Full	60	X	89	10	X	14 3/4	\$170	136
A	60	X	44	10	X	7 5/16	\$124	99.20
B	35p6	X	89	5 7/8	X	14 3/4	\$130	104
C	23p3	X	89	3 7/8	X	14 3/4	\$108	86.40
D	35p6	X	32p9	5 7/8	X	5 7/16	\$83	66.40
E	23p3	X	44	3 7/8	X	7 5/16	\$80	64
F	23p3	X	32p9	3 7/8	X	5 7/16	\$72	57.60
G	35p6	X	21p6	5 7/8	X	3 9/16	\$70	56
H	23p3	X	21p6	3 7/8	X	3 9/16	\$45	36
J	11p3	X	21p6	1 7/8	X	3 9/16	\$36	28.80
JJ	23p3	X	10p3	3 7/8	X	1 11/16	\$35	28
CC	60	X	32p9	10	X	5 7/16	\$115	92
DD	35p6	X	44	5 7/8	X	7 1/4	\$95	76
HH	60	X	12	10	X	2	\$64	51.2
INSERT ADVERTISEMENT							\$100	80

Reach thousands of future clients and help support public education by placing an ad with the *Precedent* today!

ISSUE DATE	SPACE DEADLINE	ARTWORK DEADLINE
Aug. 28	Aug. 14	Aug. 18
Sept. 24	Sept. 10	Sept. 14
Nov. 20	Nov. 6	Nov. 10
Dec. 15	Dec. 1	Dec. 5
Feb. 5	Jan. 23	Jan. 26
Mar. 3	Feb. 17	Feb. 21
April 1	Mar. 4	Mar. 22
April 22	April 8	April 12
May 19	May 6	May 9

AD SIZES

As of now we only offer our advertisements in black ink. Please use the chart above for pricing; contact us at phsprecedent@gmail.com or call (480) 224-2856 with any questions.

