WT White High School Newspaper Advertising Rates and Order Form

The WT White High School journalism department publishes a student newspaper, *The Hoofbeat*, periodically during the school year. Prices for ads are based on a rate of $10 per column inch prepaid or $12 per column inch billed. Columns are approximately two and a half inches in width, and there are four columns on each page. A $25 service charge is added for returned checks or if a second billing is required. Ads are sold on a first come, first served basis. Circulation is approximately 2,300. The newspaper is distributed free to students in grades 9-12, members of the PTSA and the staff of the school.

The minimum size for an ad is four column inches. We provide typesetting at no extra charge. Camera-ready art should be submitted digitally or in black ink on white paper. Please make certain that instructions are clear, logos are provided, expiration dates are accurate, etc.

It is agreed that the Journalism department and WT White High School assume no responsibility for the truth of the matter asserted in the copy submitted, and the right is reserved to refuse advertising in keeping with the policies of the Dallas Independent School District.

Advertiser:
_____

Attention:
_____

Address:
_____

City/State/Zip:
_____

Phone:
_____

Fax:
_____

E-mail:
_____

Account representative:
_____

Advertiser signature:
_____

WT White High School
4505 Ridgeside Drive
Dallas, Texas 75244
(972) 502-6200
Fax (972) 502-6201

The Hoofbeat office:
hhinds@dallasisd.org
wtwhoofbeat.org/hoofbeat
(972) 502-6290

The phone number for *The Hoofbeat* will go to voice mail during instructional time.

*Please provide a sketch or **specific, detailed instructions** for your advertisement:*

- **Standard sizes:** ☐ Full Page- $560   ☐ Half page- $280   ☐ Quarter page- $140
- **Custom Size:** W: _____ (columns) by H: _____ (inches) = _____ total inches

Prepaid display (total inches x $10)	
Billed display (total inches x $12)	
Photographer's fee ($15)	
☐ Total due ☐ Total paid	$

Run this ad in these issues:

☐ 09/28/18
☐ 11/02/18
☐ 12/12/18
☐ 02/22/19
☐ 04/12/19
☐ 05/15/19

Publication dates are subject to change. You will be notified if this has an impact on your content.