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**Advertising RATE SHEET for - *The Lamar Lancer***  
**Newsletter for**  
**Lamar High School Alumni Association, Inc.** established July 9, 1998

<u>Advertising Rates, Black/White</u>	<u>Wide</u>	<u>Tall</u>	<u>Cost</u>	<u>Insertions</u>	<u>Total cost</u>
<input type="checkbox"/> <b>Full</b> Page ad(s),	10 5/8"	x 12 1/2"	@ \$ 2,350.	x _____	= \$ _____ . _____
<input type="checkbox"/> <b>Half</b> Page ad(s),	10 5/8"	x 6 1/8"	@ \$ 1,275.	x _____	= \$ _____ . _____
<input type="checkbox"/> <b>Quarter</b> Page ad(s),	5 1/8"	x 6 1/8"	@ \$ 700.	x _____	= \$ _____ . _____
<input type="checkbox"/> <b>Eighth</b> Page ad(s),	5 1/8"	x 3.0"	@ \$ 400.	x _____	= \$ _____ . _____
<input type="checkbox"/> <b>Bus. Card size</b> ad(s),	3 1/2"	x 2.0"	@ \$ 155.	x _____	= \$ _____ . _____
<input type="checkbox"/> <b>Column inch ad(s)</b> , <i>(by the column inch is a minimum of 2.0 inches)</i>	3 1/2"	x 2.0"	@ \$ 77.50 @ \$ 155.00	x _____	= \$ _____ . _____
<input type="checkbox"/> Inside <b>FRONT</b> cover is a 20% upcharge					= \$ _____ . _____
<input type="checkbox"/> Inside <b>REAR</b> cover is a 15% upcharge					= \$ _____ . _____

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**Deadlines/Closing Dates/Formats:**

Space closes on 1<sup>st</sup> of month preceding issue. Materials due 8<sup>th</sup> of month preceding issue.  
*The Lamar Lancer* is published three times yearly: February, June and October. Per issue printing is a minimum of 8,000 copies and increases with Association membership.

**LAYOUT:** LHSAAI accepts electronic files only, no film, **no exceptions!** Ads must be to exact dimensions as specified above. eMail the ad as a 300 dpi .tif file; please include advertiser's name in its title as well as the month and year submitted (i.e. Client XYZ 10-04.tif).

**COLOR:** 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> colors are offered on the following basis ONLY: Any firm specifying colors in addition to Black and Red must bear the ENTIRE actual cost for setup and printing of the extra colors plus a 20% handling charge. All work involving *two (Black and Red)* or more colors must be personally requested and must be approved by Fran Callahan, the **Lamar HS Alumni Association, Inc.** (LHSAAI) Executive Director, before any acceptance for advertising is granted.

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**AD COSTS:**

	Sub Total	= \$ _____ . _____
Total issues to run ad _____ (times)	@ \$ _____	= \$ _____ . _____
First issue <b>date</b> to run: _____	<b>GRAND Total</b>	= \$ _____ . _____

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 All orders must be submitted to LHSAAI **accompanied by payment IN FULL.**

LHSAAI Accepted by: \_\_\_\_\_

**For Advertising PURCHASE Please contact:**  
 The main Alumni office: **713-522-5960** xtn **359**, Mrs. Fran Callahan, Executive Director  
**Lancer Adv [lanceradv3@lamarhsalumni.com](mailto:lanceradv3@lamarhsalumni.com)**  
 Mail to: Lamar Lancer Adv., P.O. Box 540207, Houston, TX 77254-0207