

ADVERTISING

WITH STUDENT MEDIA AT JOHN P. STEVENS HIGH SCHOOL



REACH JP STEVENS

WITH OUR NEW ADVERTISING OPPORTUNITIES

THE HAWKEYE STUDENT NEWSPAPER



The JP Stevens Hawkeye has been the school's only newspaper since 1964. Throughout the years, we have developed a loyal audience of readers and an extensive understanding of our market. Quite simply, there is no single publication that can better teach the JP Stevens Community- its 2,500 students, 200 teachers, and 50 employees- four times a year. In addition to being the authority on school information, the Hawkeye brings JP Stevens home to thousands of parents and alumni.

The Hawkeye offers powerful and flexible advertising tools to reach the JP Stevens community and beyond. We look forward to working with you to meet your specific advertising needs.

Contact Manan Modi - Business Manager
(908)-342-4092
business.hawkeye@gmail.com

The Print Edition

SIZE AD	ACTUAL SIZE	COST PER AD
BUSINESS CARD*	2.5" wide x 2" tall	\$25
SMALL SQUARE	5" wide x 5" tall	\$75
QUARTER PAGE	5" wide x 8" tall	\$125
HALF PAGE	10" wide x 8" tall	\$200
FULL PAGE	10" wide x 16" tall	\$300
FRONT PAGE BANNER	10" wide x 2" tall	\$150 (includes spot color)

CUSTOM SIZES **
\$3.75 per square inch

COLOR CHARGES
\$100 Spot Color

PAID PLACEMENT
Choose your ad's location. Add 20% to size cost.

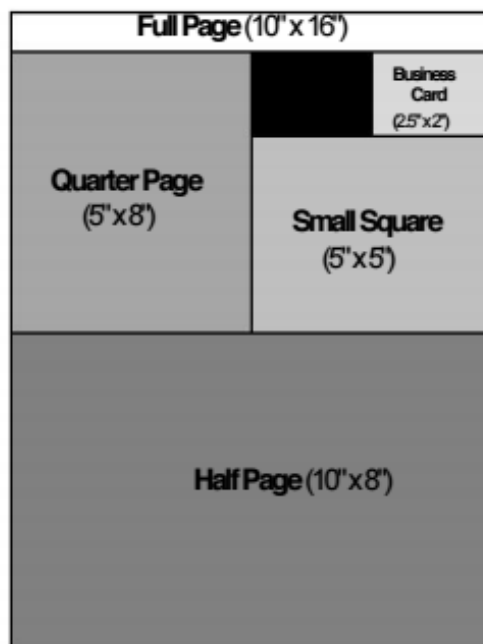
PRE-PRINTED INSERTS RATE
\$100 per 1000 inserts

Full Year Discount

Contract with Hawkeye for a full year, paying in advance, and receive a **20% discount** per advertisement.

THE FINE PRINT

All advertisements in the Hawkeye are tax-deductible. All proceeds from advertisements go directly toward the publication of Hawkeye. The Hawkeye is published by students of John P. Stevens High School. All editorial and business decisions are made by students, without any interference from the administration of JP Stevens. All advertisements are subject to the final approval of the Business Manager and the Editor-in-Chief of Hawkeye. Please refer to our Advertising Terms and Conditions for more information, or contact the Hawkeye representative who spoke to you.



*Business Card size is not available for any discounts.

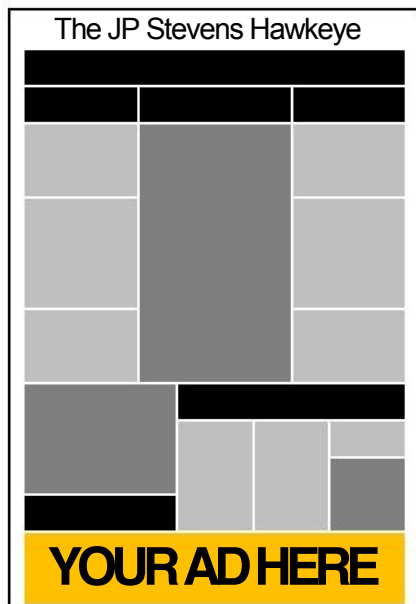
**Custom sizes have to be larger than 5" wide x 5" tall.

JP Stevens' Official Newspaper Is Offering a Front Page Banner Ad

If you are an advertiser who:

- A. Wants to reach a predominantly young audience with a high level of discretionary spending power and a secondary audience of school faculty and staff
- B. Appreciates the value of securing a unique front page banner ad for maximum recall and response potential
- C. Wants to rapidly build top-of-mind awareness and brand loyalty

Then you should take a look at our newest advertising option for the Hawkeye. For the first time in our 44-year history, we are offering one 2-inch tall by 10-inch wide **spot color banner ad** at the bottom of our **FRONT PAGE**. The Hawkeye has had several recent requests for front-page advertising and we are eager to offer it to our customers. Buying multiple issues or even the entire year would create quite a buzz among teens for your product or service. This is an opportunity to develop a relationship with students, faculty, and staff, and reap the rewards of front-page sponsorship.



10' wide by 2' tall
COST: \$150 (includes spot color)

Pre-Printed Inserts

Inserts must be printed by the advertiser.

Pre-printed inserts may be placed in the Hawkeye at a rate of \$100 per 1000 inserts.

- **Minimum size of insert: 3" x 5"**
- **Maximum size of insert: 11.5" x 8"**

1500 inserts are available for a rate of \$150.

All inserts must be approved by the Business Manager and space must be reserved far enough in advance to allow arrival of the inserts at JP Stevens at least five business days prior to the publication date. Multiple advertiser inserts and/or accordion folds are not accepted.

Send inserts to:

Mr. Louis Andreuzzi
John P. Stevens High School
855 Grove Avenue
Edison, NJ 08820

Please indicate the amount to be inserted and the publication date(s).

Submitting Your Ad

TO PLACE YOUR AD:

Email advertisement to business.hawkeye@gmail.com before the publication deadline. Advertisement design services are available free of charge. Most file types are supported.

SPACE/COPY DEADLINE:

The Print Edition:

November Issue: November 4, 2016

January Issue: January 26, 2017

April Issue: April 13, 2017

June Issue: June 15, 2017

These dates are approximate, we will notify you of the actual date a few weeks prior to that issue's deadline

PREFERRED SUBMISSION METHODS:

1. Emailed in PDF format with all fonts, art and/or logos embedded. PDF must be submitted in the exact dimensions as outlined below. We cannot resize a PDF.
2. In Design, Photoshop (original, .tif, or .eps file) or illustrator (original, or .eps file). Please include all fonts, logos, and art with your submitted ad.

THE PRINT EDITION AD SIZES (300 DPI):

Business Card	2.5" wide x 2" tall
Small Square	5" wide x 5" tall
Quarter Page	5" wide x 8" tall
Half Page	10" wide x 8" tall
Full Page	10" wide x 16" tall
Front Page Banner	10" wide x 2" tall

****Please make all checks to JPS Hawkeye. We prefer payments in advance.****

Do you have any special requests? Please let us know! We will do our best to accommodate all requests.