



PUBLICATION OVERVIEW

The *Inkspot* serves as the official student-run and produced news publication of Normal Community High School, a four-year secondary school with an enrollment of over 2,100 students and 180 faculty and staff members. The publication aims to present school, community, and national news, features, opinion, and sports stories to the high school demographic.

The *Inkspot* is an award-winning multimedia publication in its 71st year as the official news source of Normal Community. The digital publication is updated at least biweekly, online at NCHSinkspot.com; with a social media presence on Instagram, Twitter, Facebook, and Youtube at the handle of NCHSinkspot; and a seeking to continue the production of a print newspaper.

ADVERTISING REVENUE

Advertising revenue helps to support the journalism education process at Normal Community High School - ad revenue is used to attend local and national journalism competitions and conventions; to purchase and maintain equipment; to cover the cost of web-hosting; and to cover the cost of the production of a print newspaper. Since the Journalism program is completely self-funded, this money allows students to compete in the IHSA Sectional and State tournaments - where, in 2018, the publication finished 5th in the state and produced the state champions in Advertising, Editorial Cartooning, and Video News Reporting.

AUDIENCE OVERVIEW

August 2016 - August 2017, NCHSinkspot.com experienced 5,767 unique visitors and 32,259 page views.
August 2017 - August 2018, NCHSinkspot.com experienced 7,780 unique visitors and 44,831 page views.

Inkspot social media accounts directly reach upwards of 1,000 subscribers/followers daily.

ADVERTISING OPTIONS AND RATES

Prices for a variety of sizes and placements of full-color online ads and black and white (grayscale) advertisements are included on the following pages. We are willing to customize any package to fit your needs.

Any advertisement purchase includes two complimentary social media posts running the ad and it will be featured during live-streamed event coverage.

ADDITIONAL SUPPORT OPTIONS

If you would like to support the *Inkspot* but are not interested in an advertisement, we gladly accept donations and contributions. Your generous support would be recognized on our *Friends of the Inkspot* page.

FOR MORE INFORMATION OR TO PURCHASE AN AD CONTACT:

Brad Bovenkerk, *Inkspot* Advisor

email. bovenkerkba@unit5.org

email. NCHSinkspot@gmail.com

phone. 309.336.6127

fax. 309.557.4540

ADVERTISING OPTIONS: RATES & PLACEMENT

The following prices are for full color advertisements that will be a direct, one-click link to your business's website. The prices reflect upload-ready artwork or images that can be quickly adapted for the *Inkspot's* layout. Advertisements will be displayed on all devices - desktop, tablet, or mobile.

Advertising cycle options are based on the NCHS semester breakdown - August-January; January-May. Summer ad placement is included complimentary for the non-school months of May-August with a year-long ad purchase.

- LARGE LEADERBOARD AD PLACEMENT**
 full color, one click to your website, 728px wide x 90px tall
\$200/semester; \$360/year - your ad will rotate in the ad space at the top edge of the website, above the header (728px x 90px) of the main landing page of the site. It will rotate with no more than two other ads.
- SMALL LEADERBOARD AD PLACEMENT**
 full color, one click to your website, 205px wide x 90px tall
\$150/semester; \$280/year - your ad will rotate in the ad space on the right hand side of the ad space at the top edge of the website, above the header placement (205px by 90px) on the main landing page of the site and will rotate with no more than two other ads.
- RIGHT PANEL STATIC AD PLACEMENT**
 full color, one click to your website, 250px wide x 250px tall
\$200/semester; \$365/year - your ad will appear in one of three advertisement boxes (250px by 250px) on the main landing page of the site. It will not rotate with other ads during the ad cycle.
- RIGHT PANEL ROTATING AD PLACEMENT**
 full color, one click to your website, 250px wide by 250px tall
\$75/semester; \$140/year - your ad will appear at random in one of three advertisement boxes (250px by 250px) on the main landing page of the site.
- AD DESIGN**
\$75 - our staff will design a full color, high resolution advertisement for you for a flat fee.

If you are interested in an option (placement, size, etc.) not currently offered, please contact us and we will try to accommodate the request.

AD PLACEMENT DIAGRAM

The diagram illustrates the layout of the NCHS Inkspot website, highlighting three primary ad placement areas on the right side:

- Right Panel 1:** Located at the top right, above the main content area.
- Right Panel 2:** Located in the middle right section, below the top right panel.
- Right Panel 3:** Located at the bottom right, below the middle right panel.

Other visible sections on the website include:

- Large Leaderboard:** A prominent banner at the top of the page.
- News:** A section featuring articles such as 'College & Career Resource Center launches at NCHS' and 'Senator Dick Durbin "dreams" of change'.
- Features:** A section with articles like 'Review: Liking "I Like Me Better"' and '9 best things about Bloomington/Normal'.
- Multimedia:** A section containing photo galleries and video content, such as 'By The Numbers: vs. Urbana' and 'Ed Sheeran tickets drawing'.
- Sports:** A section with articles like 'Bears find their Monster of the Midway' and 'Photo Gallery: Varsity football defeats West'.
- Opinions:** A section with editorial content, including 'Editorial Cartoon: Grim reality' and 'Broke in education'.

PRINT ADVERTISING OPTIONS: RATES & PLACEMENT

SPECIFICATIONS

The following prices are for black and white (grayscale) advertisements on newsprint. The *Inkspot* will print a minimum of 1250 copies of the paper. The *Inkspot* prints on tabloid (11x17) paper with half inch margins. Ad sizes are based off of column measurements.

Artwork should be submitted in .JPG format - with a minimum resolution of 300 dpi.

PRICES

- **FULL PAGE - 10x16**
\$350
- **HALF PAGE - 10x8**
\$175
- **QUARTER PAGE - 5x4**
\$95
- **EIGHTH PAGE - 2.5x4**
\$50
- **INSERT - 8.5x11**
\$100 - B&W OR FULL COLOR INSERTS
SUPPLIED BY ADVERTISER
\$200 - B&W INSERTS
PRINTED BY INKSPOT STAFF

If you are interested in a size option not currently being offered please contact us and we will try to accommodate the request.

PLACEMENT

Ads will not appear on the front or back page of the *Inkspot*. Ads will be placed within the newspaper at random, based on a first-come, first-served basis.

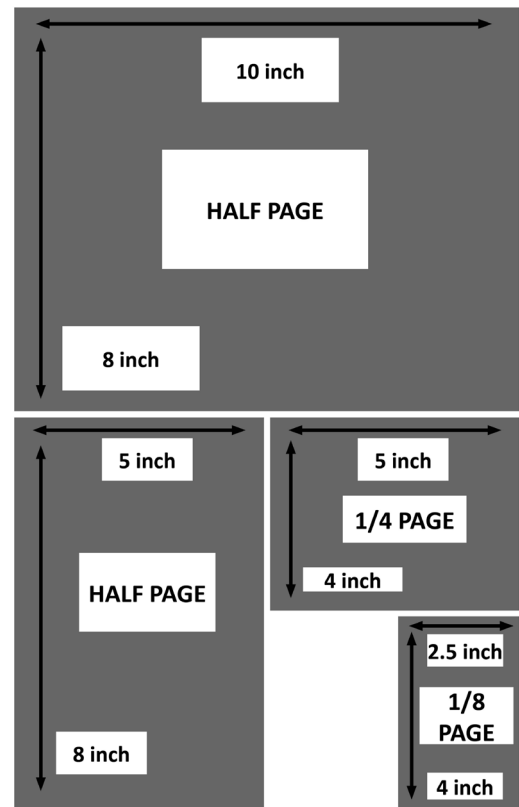
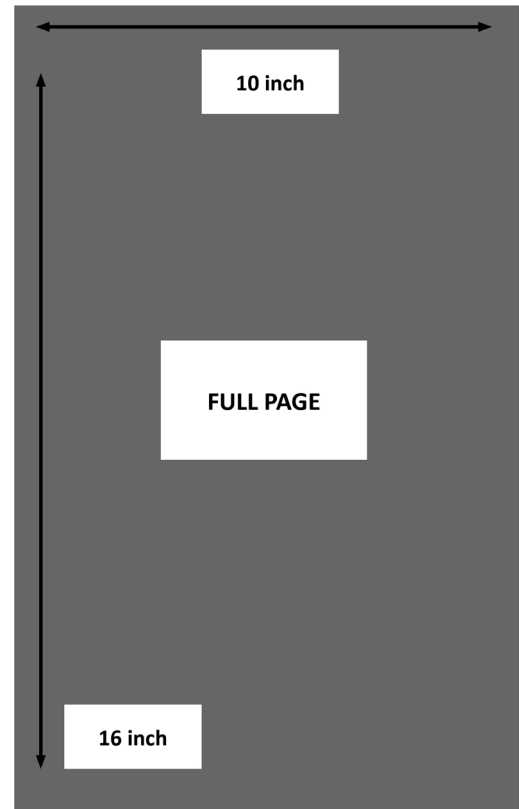
WEB ADVERTISEMENT

With the purchase of a print ad - for an additional \$50 you can have your ad appear on the publication web site for a full year.

The site is updated daily. Placement will vary.

You will receive a complimentary copy of the print edition of the *Inkspot* that your ad runs in.

AD PLACEMENT DIAGRAMS





The *Inkspot* has the right to accept, reject, edit, or cancel an advertising contract at any time. Advertising shall be free of statements, illustrations, or implications that are offensive to good taste or public decency as determined by the Editorial Board. Advertising shall offer merchandise or service on its merits; refrain from attacking competitors unfairly; and refrain from discouraging the products, services, or methods of doing business of competitors.

The *Inkspot* will not accept advertising deemed inappropriate or unsuitable for a high school audience or violates any journalistic principles. The *Inkspot* will not accept any advertisement that violates copyright.

While the *Inkspot* makes every attempt to make its advertisements appealing it does not guarantee, in any way, the effectiveness of any advertisement placed in the student newspaper.

When an advertisement contains an error which is not the fault of the advertiser, the liability of the Inkspot will be a correction. If the advertisement is within the print publication, the correction will be published in the next issue following the error.

By advertising with the *Inkspot*, you agree:

1. I am authorized by my business to advertise with the *Inkspot*.
2. I understand by signing this agreement I will purchase an advertisement, and am responsible for paying for that product in the agreed upon time-frame.
3. Any advertisement I provide the Inkspot is my property, I have full rights to the images, artwork, etc. included within and full rights to display said images/artwork/etc.
4. I acknowledge that the *Inkspot* is not responsible for any issue involving a disputed copyright of this advertisement.
5. All materials I send to the *Inkspot* will not be returned to me. I will provide upload ready, digital art, or have the advertising staff create an ad for display with the *Inkspot*.

By signing this contract, I agree that I have read and understood all statements above.

Name _____

Date _____



INKSPOT PRINT ADVERTISING CONTRACT

Inkspot • Normal Community High School Newspaper

3900 E. Raab Road • Normal, IL 61761

Phone 309.557.4401 • Fax 309.557.4540 • NCHSinkspot@gmail.com

Brad Bovenkerk, advisor • 309.336.6127 • bovenkerkba@myunit5.org

More information at <https://nchsinkspot.com/advertise>

Business Name: _____ **Date:** _____

Billing Street Address: _____

City: _____ **State:** _____ **Zip:** _____

Business Phone: _____ **Business Fax:** _____

Website: www. _____ **Email:** _____

Printed Name of Purchaser: _____

Printed Name of Inkspot Salesperson: _____

PLEASE CHECK ONE:

I will need an advertisement designed - \$75

I have upload-ready artwork I will submit

SELECT AN AD SIZE

Full Page - \$350

Half Page - \$175

Quarter Page - \$95

Eighth Page - \$50

ADDITIONALS

B&W/ Color Insert - Self Printed - \$100

Web Ad Add-On- \$50

B&W Insert - Inkspot Printed - \$200

- Payment is due two weeks in advance of the print run date. If payment is not received with the original contract, an invoice will be mailed or delivered by ad sales personnel.
- Make checks payable to Normal Community High School *c/o Inkspot*

Payment Info: In full 2 equal installments

Amount Paid: \$ _____

Amount Due: \$ _____

Money Received By: _____



INKSPOT ONLINE ADVERTISING CONTRACT

Inkspot • Normal Community High School Newspaper

3900 E. Raab Road • Normal, IL 61761

Phone 309.557.4401 • Fax 309.557.4540 • NCHSinkspot@gmail.com

Brad Bovenkerk, advisor • 309.336.6127 • bovenkerkba@unit5.org

More information at <https://nchsinkspot.com/advertise>

Business Name: _____ **Date:** _____

Billing Street Address: _____

City: _____ **State:** _____ **Zip:** _____

Business Phone: _____ **Business Fax:** _____

Website: www. _____ **Email:** _____

Printed Name of Purchaser: _____

Printed Name of Inkspot Salesperson: _____

PLEASE CHECK ONE:

I will need an advertisement designed - \$75

I have upload-ready artwork I will submit

SELECT AN AD PLACEMENT AND RUN OPTION

BIG LEADERBOARD PLACEMENT

Semester - \$200 Year - \$360

Fall/Spring _____

RIGHT PANEL STATIC

Semester - \$200 Year - \$365

Fall/Spring _____

SMALL LEADERBOARD PLACEMENT

Semester - \$150 Year - \$280

Fall/Spring _____

RIGHT PANEL ROTATING

Semester - \$75 Year - \$140

Fall/Spring _____

- First payment is due within two weeks of the signing of ad contract. If payment is not received with the original contract, an invoice will be mailed or delivered by ad sales personnel.
- Make checks payable to Normal Community High School *c/o Inkspot*

Preferred proof delivery method: Hand delivered Via fax Via e-mail

Payment Info: In full 2 equal installments

Amount Paid: \$ _____

Amount Due: \$ _____

Money Received By: _____