



PUBLICATION OVERVIEW

The *Inkspot* serves as the official student-run and student-produced news publication of Normal Community High School, a four-year secondary school with an enrollment of over 2100 students and 180 staff members.

In its 73rd year as the official news source of Normal Community, the publication aims to represent the diverse interests and perspectives of NCHS students. Writing and reporting with a focus on school and community news, the *Inkspot* aims to cover the stories and issues that concern the high school demographic, emphasizing the NCHS student perspective in our reporting.

Today, the *Inkspot* is primarily a multimedia publication, updated multiple times a week at NCHSinkspot.com. Through the website, the staff offers livestreaming coverage of athletic events, school assemblies, and select concerts and performances.

Additionally, the *Inkspot* produces 5 print newspaper issues a year.

The award-winning publication has an active social media presence on Instagram, Twitter, Facebook, and YouTube at the handle of NCHSinkspot.

ADVERTISING REVENUE

Advertising revenue helps to support the journalism education process at Normal Community High School. Ad revenue is used to cover reoccurring costs such as: attending local and national journalism competitions and conventions; purchasing and maintaining equipment; covering the cost of web-hosting and the printing cost of the newspaper.

Since the Journalism program is 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.

CIRCULATION & AUDIENCE REACH

Historically, NCHSinkspot.com averages 8,000 unique viewers and over 35,000 page views.

From August to October 2020, NCHSinkspot.com has experienced 3,331 unique visitors and 10,017 page views.

Inkspot social media accounts directly reach upwards of 2,000 subscribers/followers daily.

ADVERTISING OPTIONS AND RATES

Prices for online and print advertisement packages are included on the following pages. We are willing to customize any package to fit your needs.

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.

Digital advertising locations are sold on a year-long basis, you may swap the advertisement image four times during the contract run.

Included with each ad purchase:

- Advertisement will be displayed during commercial breaks of livestreaming events
- Advertisement will appear 5 times on the *Inkspot's* Twitter and Instagram accounts

• STATIC LEADERBOARD AD PLACEMENT

Full color, one click to your website, 728px wide x 90px tall - \$750/year - your static ad will appear at the top of the NCHSinkspot homepage, above the header. It will not rotate with any other ads.

• RIGHT PANEL STATIC AD PLACEMENT

Full color, one click to your website, 250px wide x 250px tall \$500/year - your static ad will appear underneath the top stories carousel - to the right of the news section on the main landing page of the site. It will not rotate with other ads.

• RIGHT PANEL ROTATING AD PLACEMENT

Full color, one click to your website, 250px wide by 250px tall \$300/year - your rotating ad will appear next to the news story section on the homepage of the website. It will rotate with no more than two other advertisements on the main landing page of the site.

• ROTATING LEADERBOARD AD PLACEMENT

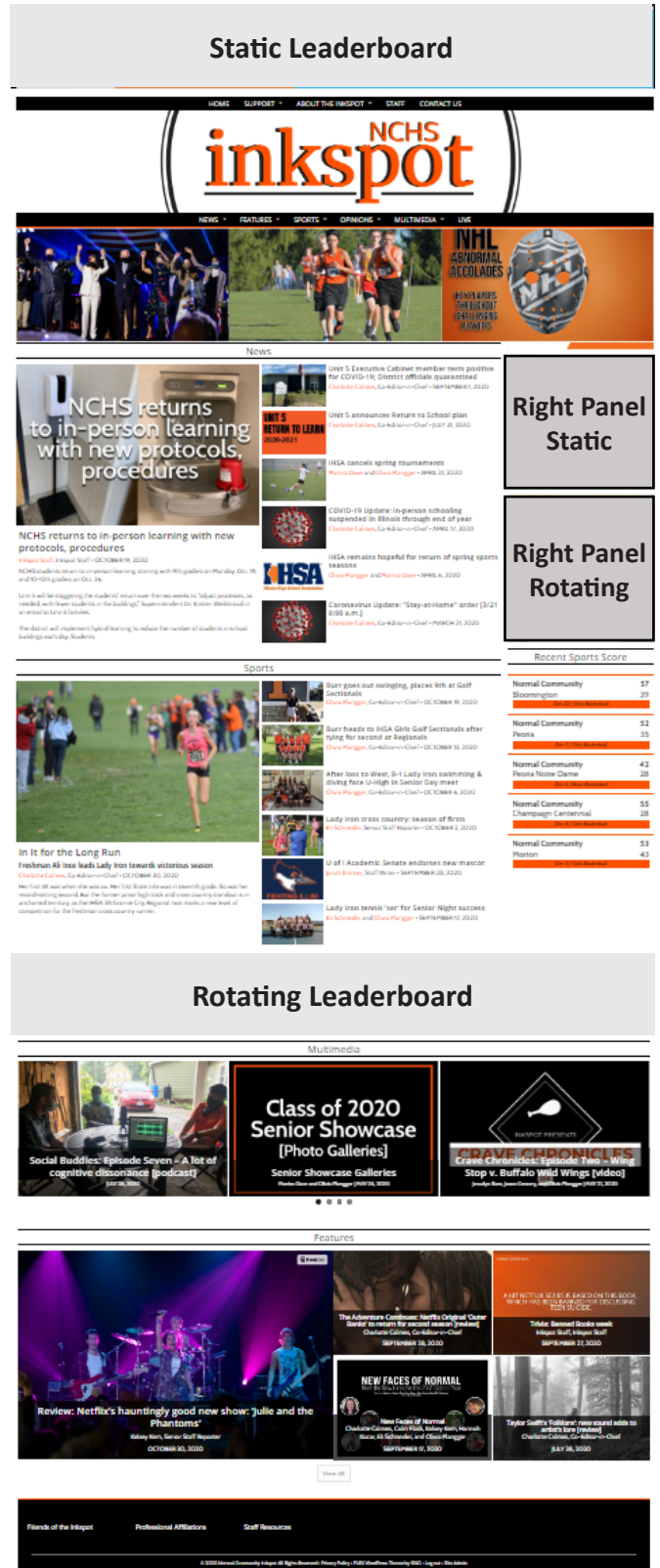
Full color, one click to your website, 728px wide x 90px tall - \$500/year - your rotating ad will appear in the middle of the NCHSinkspot homepage, above the multimedia story section. It will rotate with no more than two other advertisements.

• AD DESIGN

\$100 - 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 *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 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

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 - \$100

I have upload-ready artwork I will submit

SELECT AN AD PLACEMENT

STATIC LEADERBOARD

Year - \$750

RIGHT PANEL ROTATING

Year - \$300

RIGHT PANEL STATIC

Year - \$500

ROTATING LEADERBOARD

Year - \$500

- Initial 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*

Payment Info: In full 2 equal installments

Amount Paid: \$ _____

Amount Due: \$ _____

Money Received By: _____