



Martinsville Print Publications

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# Let's talk advertising!

What can we provide for your company?



When you buy an ad of any price from MHS Publications Department, you are not only helping support your business, but you are also helping support our efforts to bring quality publications (and the education therein) to MHS. The Artesian Yearbook (The Current) has won multiple 1st place finishes at the High School Journalism Institute at Indiana University. It has also won placement in national industry publications highlighting it as one of the best yearbooks in the country. The Redline News Magazine is a 2-3 issues per year publication that has eye catching graphics and photography with well written feature articles. Also, our BreakingBlue.org news website features timely news and feature pieces in an award winning format.

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Print Publications  
Yearbook ad Prices

## The Artesian Yearbook: The Current

A.) 1/9 page: \$35

B.) 2/9 page: \$70

C.) 1/3 page: \$105

D.) 2/5 page: \$175

E.) Full page: \$210 (includes a free yearbook valued at \$76)

Senior ads will be the same except for plan E. Plan E will cost \$185.

Yearbook pages are broken into blocks. Each block equals 1/9 of a page. Each step up adds one or more blocks until we reach full page. **A full spread (two facing pages) can be purchased for the discounted price of \$350.**

All prices are assuming the ad is created or owned by your company, that is, you are providing the artwork to us. If you would like to have one of our artists create an ad for you, please add an additional one-time fee of \$10 to the above price. This fee simply covers our time to create your artwork and it will only be assessed on time. **We will not be accepting business cards as ads anymore due to the poor print quality that comes with scanning them.**

### Contingency Plan

Because we value your business, we have a contingency plan to address delays in your ad running as agreed due to things such as inclement weather, printing press issues etc. If your agreed upon ad does not run at the time or way agreed upon, we will issue a "Make -Good" which means that we will run your ad in the next edition of the publication. Regarding the Artesian Yearbook, we will run a newly designed ad in the next year's yearbook with a free upgrade to the next size. If you purchased a full page ad in the Artesian Yearbook, you will receive a 10% credit toward the purchase of next year's ad.

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Print Publications  
**Magazine ad prices**

## The Artesian News Magazine: Redline

A.) 1/8 page: \$40

B.) 1/4 page: \$75

C.) 1/2 page: \$150

D.) Full page: \$275

\* One time ad creation: \$10

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Each ad will run one time at the prices above. If you would like to have a recurring ad in more than one issue, you will also receive a 10% discount on each ad if the contract is paid in full before your first ad runs.

\*Packages: Any 2 ads purchased together will get 15% off the whole price

\*Any full page (Redline or Yearbook) purchase will receive a free Breaking Blue web ad

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Print Publications  
**Online ad prices**

## The Artesian Website: BreakingBlue.org

A.) Banner ad (rotating): \$95/mo.

B.) Small story headline style: \$55

These ads will link to customer website

Your ads will be scrolling across the screen of our school news website, [breakingblue.org](http://breakingblue.org), where you can find things about student life, upcoming sporting events, and some amazing photography taken by our very own MHS Publication's photographers.

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Print Publications

**Aerial Photography**

We are excited to offer aerial photography of your business, personal or farm property at reasonable rates. All proceeds go to help Martinsville High School Print Publications.

Using our aerial drone, we can take hi-resolution photos of any property you own. We offer different packages depending on what you need. All files will be submitted to you on a jump drive and all rights will be owned by you, meaning you will be able to print as many as you want for as long as you want. You will also have the right to use these files any way you see fit. These packages are as follows:

**AP1.) One aerial photo of one property on a jump drive : \$55**

**AP2.) Two shots of one property from different angles on a jump drive : \$75**

**AP3.) Four shots of one property from different angles on a jump drive: \$105**

**AP4.) Multiple properties: request quote**

Please contact Brad Perry at [brad.perry@msdmartinsville.org](mailto:brad.perry@msdmartinsville.org) or Lydia Rector at [lydia.rector@student.msdmartinsville.org](mailto:lydia.rector@student.msdmartinsville.org) with any questions.

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Print Publications  
**Package Deals**

If you decide that you would like to buy multiple ads from multiple media, we offer Package Discounts. Buy an ad from two different publications, BreakingBlue.org and Redline for instance, you will receive a 15% discount on the total bill. Buy an ad from all three publications and receive a 25% discount on the total price. This is a great way to support Martinsville High School publications while efficiently stretching your marketing dollar.

*Thank you for your support and consideration. With your help, we can continue to provide award-winning publications to our students and community at large. Your contributions are a huge factor in our success and the continuation of valuable journalism education.*