



The Talon

191 S. Hwy 377, Argyle, Tx 76226
Ph: (940) 262-7777 Fax: (940) 262-7783

Mailing Address:
Argyle ISD, Argyle HS, Attn: Stacy Short, 800 Eagle Drive, Argyle, Tx 76226
sshort@argyleisd.com or talon@argyleisd.com

ADVERTISING CONTRACT 2011-2012

Advertiser Name: _____
Address: _____
Phone: _____ Contact: _____
Email: _____

2011-2012 Dates Contracted (Circle Below):

PUBLICATION DATE	DEADLINE	PUBLICATION DATE	DEADLINE
September 30	September 23	March 2	February 24
October 28	October 21	March 30	March 22
December 9	December 2	April 29	April 20
January 27	January 20	May 21	May 14

Terms:

The advertiser listed above agrees to purchase advertisement space in *The Talon*, Argyle High School's Student Newspaper, for the issues indicated above. Size and rate specifications are listed on Rate Sheet. The advertiser agrees to pay for the ad within ten (10) working days after receiving a copy of the ad and an invoice. These will be mailed by the newspaper staff within five (5) days of publication. A ten percent (10%) charge will be added to delinquent accounts. Once the contract is signed advertising dates may be added or changed, but cannot be refunded or withdrawn. Ten (10) working days' notice is required to change an advertising date. A 5% discount will be given for all ads that are pre-paid.

Advertisement Design:

Advertiser will provide a camera-ready ad to *The Talon* within ten (10) working days of publication date. If ad is not received by that time, a general ad including name, phone, and address will be designed, and a \$10 service fee will be added to the invoice. *The Talon* staff will design the ad for the advertiser as specified. Prior approval of the ad will be obtained in writing as soon as possible. A one-time \$10 design fee will be added to the price of the ad. Advertiser may also provide an ad via email.

Distribution/circulation: *The Talon* will be posted on the home page of the Argyle HS website, sent out via WINGSPAN, and delivered as class sets to all English classes for each publication. Also, the senior commemorative edition will be given as a memento to every senior to keep as a souvenir.

TALON ADVERTISING RATE SHEET – Circle customer option

Size (Dimensions in Inches)	Full Year (8 Issues)	Single Issue
1.5 x 3 (business card)	\$160 (Free color on senior edition)	\$20
3 x 3	\$ 230 (Save \$10)	\$30
3 x 5 or 2 x 7	\$ 375 (Save \$25)	\$50
5 x 6.5	\$835 (Save \$45)	\$110
10 x 13	\$3200 (Save \$160)	\$420

ART FEE (If customer does not provide art) \$10.00 (per art change) = _____

COLOR FEE (This guarantees ad will be on a color page) \$10.00 (per issue) = _____

SUB TOTAL: = _____

PRE-PAY DISCOUNT (10%): = _____

TOTAL AMOUNT TO BE BILLED: = _____

NOTES:

Advertiser signature: _____ Date: _____

Talon Sales Rep: _____