



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
talon@argyleisd.com

ADVERTISING CONTRACT 2010-2011

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

2010-2011 Dates Contracted (Circle Below):

PUBLICATION DATE	DEADLINE	PUBLICATION DATE	DEADLINE
September 30	September 20	February 28	February 18
October 29	October 20	March 30	March 22
November 30	November 17	April 29	April 20
January 31	January 20	May 25	May 16

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 tear sheets 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 Once the contract is signed advertising dates may be added or changed, but cannot be refunded or withdrawn.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.

TALON ADVERTISING RATE SHEET – Circle customer option

Size (Dimensions in Inches)	Full Year (9 Issues)	½ Year (5 Issues)	Single Issue
1.5 x 3 (business card)	\$175 (Save \$50)	\$100 (Save \$25)	\$25
3 x 3	\$ 200 (Save \$70)	\$110 (Save \$50)	\$30
3 x 5 or 2 x 7	\$ 500 (Save \$175)	\$290 (Save \$85)	\$75
5 x 6.5	\$1170 (Save \$315)	\$640 (Save \$185)	\$165
10 x 13	\$4000 (Save \$500)	\$2175 (Save \$250)	\$560

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

TOTAL AMOUNT TO BE BILLED: = _____

PRE-PAY DISCOUNT (5%): = _____

NOTES:

Advertiser signature: _____ Date: _____

Talon Sales Rep: _____