



Fleetwood Area High School's

The Tiger Times

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First of all, the staff of *The Tiger Times* would like to thank you for considering advertising in our publication.

If you are unaware of our periodical, *The Tiger Times* is a public forum for students of The Fleetwood Area School District and is comprised of participants from the tenth, eleventh, and twelfth grades. *The Tiger Times* is published monthly or bi-monthly, with an average of twelve publications each school year. The Fleetwood Area High School has a population of approximately 900 students and 100 employees, all of whom are exposed to *The Tiger Times* in some capacity.

As our club continues to grow and expand, the staff of our publication also hopes to increase distribution to the community and not just the high school student body. This will require our organization to find new ways for our printed edition to find its way into local homes and for all electronic venues to be utilized to their fullest potential. To facilitate these goals, we rely on you the advertiser to help us fund the publica-

tion and distribution of our newspaper.

Below is both an explanation of how advertising in *The Tiger Times* works as well as the order form that you can use to submit your request for advertising space. If you have any questions or comments about this procedure, please feel free to contact the club advisor, Mr. Zachary Houpp, through any of the contact methods listed in the letterhead.

Once again, we want to express our gratitude for your patronage. We are a collection of individuals who have undertaken to report local and global news because we deem it a necessary function of democracy. We are not professionals seeking personal financial gain or worldwide recognition. Instead, we are simply an assortment of passionate reporters who understand the need to inform Fleetwood students and the Fleetwood community about what is most pertinent to their lives. These are the issues that concern you and that the mainstream media is often too expansive to regularly report.

Advertising in the Tiger Times

- Advertisers can purchase three different packages, each of which denotes a different quantity of issues in which the advertisement will appear. Prices for each package are matched accordingly.
 1. \$10.00 for three issues.
 2. \$15.00 for five issues.
 3. \$25.00 for ten issues.
- Each advertisement will be *at least* nine square-inches depending on the shape of the advertisement that is submitted. However, advertisements *may appear larger* in the newspaper in order to format the shape of articles and photography.
- Multiple nine square-inch ads can be compiled so that the overall size of the advertisement is a minimum of eighteen, twenty-seven, thirty-six, or forty-five square-inches respectively.
- Because advertising space is limited in the newspaper, only forty-five square inches will be devoted to advertising in each issue. To accommodate this restriction, your advertisement will appear in the first issue that space allows *or* it will appear in alternating issues.
- If a pre-existing ad for your company does not exist, you may supply the necessary instructions and visuals for your advertisement, and the staff of *The Tiger Times* will create an ad for you. A one-time only ad creation fee of \$5.00 will be charged for this service, and a draft of the ad will be e-mailed to you prior to publication for your approval.
- Make all checks payable to the Fleetwood Area School District with "Tiger Times Advertisement" in the memo.

Contact Name: _____	Single Issues _____ x \$10	
Business: _____	Five Issue Packages _____ x \$15	
Address: _____	Ten Issue Packages _____ x \$25	
	Creation Fee (\$15 if applicable)	
	Grand Total	
Phone Number: _____	<i>If you are purchasing more than one ad space and would like your ad to be larger than 9 in², circle how many square-inches you would like your ad to be:</i>	
Fax Number: _____	18	27
E-Mail Address: _____	36	45
Be sure to attach, mail, or e-mail your advertisement to The Tiger Times by using the above contact information.		