

**Advertising Contract for
The PAW,**
Benicia High's
Student Newspaper

**Benicia Unified School District
Benicia High School
1101 Military West
Benicia, CA 94510
(707) 747-8325
Email: journ@mrgibbs.com**



A Proud Panther Publication

Advertising Rates

Discounts increase with size and frequency	Price for 1 issue	Price for 2-5 issues (20% off)	Total cost 6-issue Year-long Contract (30% or more off)
Business Card	\$ 50	\$45 per issue	\$210 (-30%)
Double Deluxe or Double Exposure Business Card	\$ 80	\$64 per issue	\$312 (-30%)
Quarter Page	\$100	\$80 per issue	\$390 (-30%)
Half Page	\$150	\$120 per issue	\$540 (-40%)
Full Page	\$250	\$200 per issue	\$750 (-50%)



A Proud Panther Publication

THE PAW

Benicia High School's
Prize-Winning Newspaper
(Serving Benicia businesses
with low-cost advertising
solutions since 1986)

Advertising Contact Information

Business Name: _____

Contact Person: _____

Billing Address: _____

Contact Telephone: _____

Contact Email: _____



Ad Size: Business Card Double Deluxe Quarter Page Half Page Full Page

Frequency & Issue Number (s): Year-Long

Or Issue 1 Issue 2 Issue 3
Issue 4 Issue 5 Issue 6

Billing Options: Pay Now : Bill after each issue: Bill 1/2 in January & 1/2 in May (preferred)