



The Highlighter, The Talon, Studio H, Falcon TV

Falcon Media

The student voice of Wichita Heights HS

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Rate Sheet 2015-16

| Base rate/column inch* | | | | | |
|---|----------------|----------------|----------------|---------------------|-----------------|
| | 1 w - 1.92" | 2 w - 4.25" | 3 w - 6.23" | 4 w - 8.23" | 5 w - 10.32" |
| 1 | | \$10 | \$15 | \$20 | \$25 |
| 2 | \$10 | \$20 | \$30 | \$40 | \$50 |
| 3 | \$15 | \$30 | \$45 | \$60 | \$75 |
| 4 | \$20 | \$40 | \$60 | \$80 | \$100 |
| 5 | \$25 | \$50 | \$75 | \$100 | \$125 |
| 6 | \$30 | \$60 | \$90 | \$120 | \$150 |
| 7 | \$35 | \$70 | \$105 | \$140 | \$175 |
| 8 | \$40 | \$80 | \$120 | \$160 | \$200 |
| 9 | \$45 | \$90 | \$135 | \$180 | \$225 |
| 10 | \$50 | \$100 | \$150 | \$200 | \$250 |
| 11 | \$55 | \$110 | \$165 | \$220 | \$275 |
| 12 | \$60 | \$120 | \$180 | \$240 | \$300 |
| 13 | \$65 | \$130 | \$195 | \$260 | \$325 |
| 14 | \$70 | \$140 | \$210 | \$280 | \$350 |
| 15 | \$75 | \$150 | \$225 | \$300 | \$375 |
| 16 | \$80 | \$160 | \$240 | \$320 | \$400 |
| <ul style="list-style-type: none"> * Base rates are for a two-week insertion of the same ad Each additional insertion of same ad is 40% of base rate Each new ad of same size is 50% of base rate A one-week only insertion is 60% of base rate | | | | Free color included | |
| Options | | | | | |
| Inserts (provided by advertiser) | | | | \$75 per issue | |
| Color (in addition to base rate) | | | | \$100 per issue | |

| Publication Schedule | |
|----------------------|---------------|
| Issue | Special Theme |
| Sept 24 | |
| Oct 1 | |
| Oct 8 | |
| Oct 15 | |
| Oct 22 | |
| Oct 29 | Halloween |
| Nov 3 | |
| Nov 12 | |
| Nov 19 | Thanksgiving |
| Dec 3 | |
| Dec 10 | Christmas |
| Jan. 7 | |
| Jan 14 | |
| Jan 21 | |
| Jan 28 | |
| Feb 4 | |
| Feb 11 | Valentine's |
| Feb 25 | |
| Mar 3 | Spring Break |
| Mar 24 | |
| Mar 31 | |
| Apr 7 | |
| Apr 14 | |
| Apr 21 | |
| Apr 28 | |
| May 5 | Senior Issue |
| May 12 | |

Studio H

Studio H is a student produced news, sports, and features show. It is made available for teachers to show during Seminar on Black Days (normally Tuesdays and Fridays). It is also available online at new.livestream.com/heights

15 sec. announcement
(static image w/ voice over)
\$20 for three spots
\$40 for eight spots

30 sec, commercial
\$20 each
\$50 package of 3

Game Sponsorship

Falcon TV will live stream Heights home football and basketball games. Additional sports events may be added.

Game Sponsor
\$20 per game

A game sponsor will be recognized during the streaming of each quarter. Also game sponsors will be acknowledged in video highlights of the game.

Season Underwriter
\$250 per year

A season underwriter will be recognized in the streaming of each quarter of a home game. In addition, season underwriters will have their names printed on the Falcon TV banner and will be acknowledged in video highlights of games.

Other Advertising

Yearbook Sponsorships
\$25 per business card ad

A 2X3 business card ad will be inserted into the index pages of the Heights yearbook, The Talon.

Mutiple business card ads can be combined to create display ads.

Video Signage Ads
\$20

A static image ad will be placed on the Heights Video signage display rotation for 2 weeks. Digital signs are located in the Commons, by the Library, and in the entrance lobby to the Athletic complex.

New Idea!!

Each month the publication staff will provide a full color event calendar to teachers for their rooms. Sponsor a month for \$40.

Contact the Highlighter for details.

The Online Newspaper

The Highlighter publishes an online paper at falconsh.com

Sidebar Rotation Ads
\$20 for one month
\$100 for five months

Banner Rotation Ads
\$50 per month

Sports Center Rotation Ad
\$20 for one month
\$100 for five months

Guarantees and Conditions

Advertising will be in the hands of the Falcon Media staff one week in advance of the publishing/broadcast dates. • Copies/links to media productions will be made to advertisers upon request • Refund will be made if the staff, printer, website is responsible for an error in the ad, but in no event will the Falcon Media be liable beyond the cost of an individual insertion. • The advertiser agrees to pay monthly statement if the ad is on credit, realizing that accumulated indebtedness will not be extended beyond \$200. Ads will be withheld on overdue accounts. • The school reserves the right to refuse advertising because space/time limitations, publication/ broadcast deadlines, or content.

Falcon Media
Wichita Heights High School
5301 N. Hillside
Wichita KS 67219

Let us create an advertising package to meet your needs.

Call
(316) 973-1474