Ka Leo Luna

2010-2011

Lahainaluna High School
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*TENTATIVE DEADLINES AND PUBLICATION DATES

Issue 1: Deadline—Sep 8; distribution Sep 24
Issue 2: Deadline—Oct 14; distribution Oct 29
Issue 3: Deadline—Dec 1; distribution Dec 17
Issue 4: Deadline—Feb 2; distribution Feb 11
Issue 5: Deadline—Mar 2; distribution Mar 25
Issue 6: Deadline—April 6; distribution April 22
Issue 7: Deadline-May 4; distribution May 18

*Dates may be changed if necessary

EXPLANATION OF DISCOUNTS

Pay up front for one ad/run and receive a 10% discount.

Pay up front for one ad/run in multiple issues and receive a 20% discount.

EDITORIAL POLICY

The editorial policy of *Ka Leo Luna* serves as an open forum for student expression. *Ka Leo Luna's* editorial board determines the content and direction of the paper. All articles reflect the opinion of the writer and not the opinion of Lahainaluna's faculty, administration, or student body.

AD SIZES	COLUMN INCHES	RATES PER AD
1 x 2	2	$5.00
1 x 3	3	$7.50
2 x 2	4	$10.00
2 x 3	6	$15.00
2 x 4	8	$20.00
3 x 3	9	$22.50
2 x 5	10	$25.00
3 x 5	15	$37.50

AD SIZES	COLUMN INCHES	PAGE RATES PER AD
half page (5 x 6)	30	$75.00
full page (5 X 66.25)	66.25	$150.00

DESIGN

Got a camera-ready ad? E-mail it as a jpeg or send it to Ka Leo Luna c/o Lahainaluna High School with our address. We can scan it and place it.

OR

Got an idea and information, but no design? We can do it. We just need the information and/or idea. We'll work on it, and once it's approved, we'll place it.

TERMS OF THE CONTRACT AGREEMENT

• The deadline for placing newspaper advertisements is 8 days prior to the publication date.

• The client agrees to provide either a camera-ready advertisement or the art and copy necessary to create an advertisement. Black and white copy is required. Colored ink or paper is unacceptable.

• Advertisers will receive a copy of the newspaper.

• Payments. To qualify for the "10% or 20% Discount," payment must be made when the contract is signed. Billed accounts are payable within 30 days of the invoice date. Ads that are not paid for may be pulled from the next scheduled issue.

• We reserve the right to refuse advertising. The newspaper may refuse advertising which is deemed inappropriate for a high school publication.