

**CIRCULATION**

- Approximately 1,350 Students attend Southview.
- A total of 120 administrators, faculty, and staff work in the building.
- Parents, relatives, and friends of staff and students see each issue.
- Southview exchanges newspapers with about 30 area high schools.

**HONORS**

- The Catalyst* was named Best Over Overall Newspaper at the University of Toledo's Media Day from 1998 Through 2003. Best Design 2004-2006.
- The Catalyst* won the Buckeye Award, GLIPA's highest award in 2000

**PRODUCTION**

- A student staff designs, writes, and edits the paper.
- The 10-12 page, monthly broadsheet makes a press run of 1,000.
- The newspaper contains news, opinions, sports, features, entertainment, photo essay, and health.

**BILLINGS**

- Advertisers may opt to be billed.
- Payment is due upon receipt of invoice.
- Advertisers who do not make a payment toward their advertising after half the contract is expired will have their advertising pulled.
- Checks should be made payable to Southview.

**RESTRICTIONS**

- No copy which is libelous, irresponsible, advocates an illegal activity, or which the adviser deems is in poor taste will be accepted.
- Work must be in black and white for best quality.
- Artwork can be reduced or enlarged proportionally.
- The staff can typeset and design any ad.
- A block is 3.8" wide by 3" tall.

**RATES**

- Plan A:** buy advertising as desired  
•\$30 per 3.8" x 3" column block per issue
- Plan B:** buy advertising in every other issue  
•\$30 per 3.8" x 3" column block per issue  
•10% discount off total cost
- Plan C:** buy advertising in every issue  
•\$30 per 3.8" x 3" column block per issue  
•15% discount off total cost
- Plan D:** buy front page color banner across bottom  
•\$60 per 13" x 1" per issue
- Plan E:** buy back page color banner across bottom  
•\$50 per 13" x 1" per issue
- Plan F:** buy inside quarter page  
•\$110 per 5.8" x 8.25" color  
•\$100 per 5.8" x 8.25" black & white
- Color:** buy inside advertising in color  
•additional \$10 per column block per issue

**2006-2007 PUBLICATION DATES**

<i>Issue 1</i> <i>September 15</i>	<i>Issue 8</i> <i>March 2</i>
<i>Issue 2</i> <i>October 6</i> <i>Homecoming Oct. 7</i>	<i>Issue 9</i> <i>March 16</i>
<i>Issue 3</i> <i>October 27</i>	<i>Issue 10</i> <i>April 5</i>
<i>Issue 4</i> <i>November 21</i>	<i>Issue 11</i> <i>April 27</i>
<i>Issue 5</i> <i>December 19</i>	<i>Issue 12</i> <i>Senior Issue</i> <i>May 18</i>
<i>Issue 6</i> <i>January 26</i>	<i>Literary Magazine</i> <i>May</i>
<i>Issue 7</i> <i>February 16</i> <i>(Prom is May 5)</i>	

# THE CATALYST

## ADVERTISING CONTRACT

Company Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City • State • Zip: \_\_\_\_\_

Telephone • E-mail • web page: \_\_\_\_\_

Contact Person: \_\_\_\_\_

I hereby contract with *The Catalyst*, a student publication of Southview High School, for advertising space as indicated below. All advertising must be paid and artwork submitted at least one week before publication.

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*rough sketch of advertisement*  
 (3.8075" x 3")

**Advertising Cost:** \_\_\_\_\_

**Discount:** \_\_\_\_\_

**Total:** \_\_\_\_\_

Advertising Plan (circle one) **A B C D E F**

Issue Dates (please circle):

**1 2 3 4 5 6 7 8 9**

**10 11 12 Literary Magazine**

\_\_\_\_\_  
*Authorized by*

\_\_\_\_\_  
*Southview Publications Representative*

\_\_\_\_\_  
*Date*