

Scriptoria Rate Sheet

Updated 10/2011

2001 Lee Trevino
El Paso, TX 79936
anavarrol@yisd.net

Work: 915-434-5081
Cell: 915-422-3485
Hanksmedia.com

Scriptoria is the Hanks High School newsmagazine that is published every six weeks during the annual YISD scholastic calendar. The magazine has a circulation of 400 readers, mostly from J.M. Hanks high school faculty, staff, students and the neighboring community.

Ad Rates:	Dimensions (in.) – allows for bleed	Price Per Issue (\$)
Full Page - Color	8.75 x 11.25	500
Full Page – Grayscale	8.75 x 11.25	400
Half page – horizontal (Inside/Back - Color)	8.75 x 5.5	250
Half page – vertical (Inside/Back - Color)	4.375 x 11.25	250
Half page – horizontal (Article Layout – Grayscale)	7.5 x 5	200
Half page – vertical (Article Layout – Grayscale)	3.75 x 10	200
Quarter page (Inside Back – Color)	3.75 x 5	125
Quarter page (Article Layout – Grayscale)	3.75 x 5	100
Business card size	3.7 x 2.5	50

Packages

Package A	Package B	Package C
- (2) Full page color ads - (2) Business card ads Total: \$1,000 (save \$100)	- (2) Half page color ads - (2) Business card ads Total: \$500 (save \$100)	- (4) Business cards ads Total: \$170 (save \$30)

Flier Insert - \$100 per Issue.

Online Background Ad: (Hanksmedia.com) – \$3000 for the entire year. Go to hanksmedia.com and, in lieu of school background image, we can create and place business ad.

Online Ad: (Hanksmedia.com) – \$25 a month. Around 1,500 unique visitors to the site every week.

Payment: Check or cash accepted. Make checks payable to J.M. Hanks High School #613

Scheduled Print Dates: Sep. 30, 2011, Nov. 11, 2011, Jan. 13, 2012, March 9, 2012, April 27, 2012, June 8, 2012. Dates are tentative and are subject to change without notice.

Deadlines: An ad has to be received, by email, no later than three weeks prior to the scheduled print date. Alternatively, our advertising editor can create an ad.

How to send the ad: Email the advertisement to anavarrol@yisd.net. Please submit it as a .jpg file. Please submit a large file (not to exceed 5mb) so that is the ad has to be scaled, quality is not compromised.

Tips on designing the ad: Since the ad requires a 1/8 inch bleed, do not design important elements all the way to the corners. Some items may go to the corner, however, when the printer crops to size, it will remove 1/8 inch all the way around a page.