



# ADVERTISING CONTRACT

Excalibur, yearbook  
North Star, newspaper  
FHNtoday.com, online  
FHNgameday.com, online  
FHNtodayTV, broadcast

FHN PUBLICATIONS

Publications Department - Room 105  
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www.FHNtoday.com - www.FHNgameday.com

Name of Firm \_\_\_\_\_

Street address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Website \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Person to contact \_\_\_\_\_

## Mechanical Requirements:

Display ads in the North Star are based on column inch size.

The Excalibur and North Star will typeset and design all ads if so desired.

This contract, once signed by both parties, shall constitute a binding agreement. Either party may break this contract through written notification. This must arrive at FHNHS no later than two weeks prior to publication.

The North Star and Excalibur staffs may review or reject any copy or illustration that does not meet the standards of acceptance. No advertisements for products illegal for the majority of high school readers will be accepted.

When an advertisement contains an error which is not the fault of the advertiser, the liability of the North Star will be a correct insertion. The correction must be published in the next issue following the error.

## Hours:

Information about ads may be obtained by calling 636-851-5107 between 7 a.m. and 2 p.m. The publications advertising adviser is Aaron Manfull.

## Services:

All typesetting done by the North Star and Excalibur staffs on display ads is free, as is design. All North Star Advertisers will receive a **free** subscription to the publication as well.

*Yearbook advertisers purchasing a \$200 ad or larger are entitled to a free yearbook. Newspaper advertisers advertising at least \$200 will receive a free yearbook also. (\$55 value) \$200 of ads will also get advertisers a free web ad for the year (another \$55 value).*

## 2023-2024 North Star Publication Dates:

\_\_\_\_\_ Wednesday, Oct. 11 (Fall Break, Halloween, Thanksgiving)  
\_\_\_\_\_ Wednesday, Nov. 29 (Winter Break, Christmas, Winter Holidays, New Year)  
\_\_\_\_\_ Wednesday, Jan. 17 (Winter Dance, Valentine's Day)  
\_\_\_\_\_ Wednesday, March 20 (Spring Break, Prom, End of Year)  
\_\_\_\_\_ Wednesday, May 8 (Graduation, End of School Year, Summer)

**2023-24 Excalibur will be available in August 2024**  
**check us out online at: [www.FHNtoday.com](http://www.FHNtoday.com), [www.FHNgameday.com](http://www.FHNgameday.com)**  
**and on social media @FHNtoday and @FHNgameday**

☐ All ads are billed on Oct. 1, 2023, unless alternative arrangements are made with Aaron Manfull. Ads may be paid in advance, and advertisers are entitled to a 10% deduction for pre-payment on sale day. Bills not settled by Nov. 1, 2023, are subject to an additional fee. Fee will be 20% original contract and assessed on Nov. 1, 2023. An additional 20% of the original balance will be added the first of each month until the bill has been paid.

if billing, please initial stating you read above \_\_\_\_\_

\_\_\_\_\_  
Yearbook ad  
size

\_\_\_\_\_  
Newspaper ad  
size

\_\_\_\_\_  
Web ad  
size

\_\_\_\_\_  
Yearbook ad  
price

\_\_\_\_\_  
Newspaper ad  
price

\_\_\_\_\_  
Web ad  
price

CASH \$ \_\_\_\_\_

CHECK \$ \_\_\_\_\_

BILL \$ \_\_\_\_\_

## SPEND \$200?

- ☐ I would like a FREE 2024 Excalibur yearbook.
- ☐ I would like to donate the FREE yearbook to a needy FHN student

\*feel free to make  
additional notes,  
sketches on back of  
contract or separate  
sheet of paper

\_\_\_\_\_  
signature of advertiser date

\_\_\_\_\_  
printed name of advertiser date

\_\_\_\_\_  
signature of student Representative date

\_\_\_\_\_  
printed name of student Representative date

\_\_\_\_\_  
signature of district Representative date

\_\_\_\_\_  
printed name of district Representative date