

# ADVERTISING CONTRACT

Contract No: EL1819\_\_\_\_\_



The student-run English and Spanish newspaper in Humboldt County

ADVERTISEMENT		RUN DATES*				COST
	DIMENSIONS <i>width x height</i>	1 MONTH	2-3 MONTHS	4+ MONTHS	NON- PROFIT/ STUDENT GROUPS	
1/8 PAGE (V)	2.375" x 5.25"	\$45	\$39	\$25	\$25	
1/8 PAGE (H)	4.825" x 2.5"	\$45	\$39	\$25	\$25	
1/4 PAGE (V)	2.375" x 10.75"	\$65	\$55	\$50	\$55	
1/4 PAGE (H)	4.825" x 5.25"	\$65	\$55	\$50	\$55	
1/2 PAGE (V)	4.825" x 10.75"	\$125	\$115	\$100	\$115	
1/2 PAGE (H)	10" x 5.25"	\$125	\$115	\$100	\$115	
FULL PAGE	10" x 10.75"	\$250	\$235	\$225	\$237	
DESIGN FEE	1 hour free \$15 per hour after 1st hour					
WEBSITE AD	300 x 250 pixels	\$60	\$50	\$50	\$50	

### WHICH ISSUE?

- |  |                                   |
|--|-----------------------------------|
| <b>2018</b>  | <b>2019</b>                       |
| <input type="checkbox"/> September                   | <input type="checkbox"/> February |
| <input type="checkbox"/> October                     | <input type="checkbox"/> March    |
| <input type="checkbox"/> November                    | <input type="checkbox"/> April    |
| <input type="checkbox"/> December                    | <input type="checkbox"/> May      |
| <input type="checkbox"/> Pay per issue/run <u>or</u> |                                   |
| <input type="checkbox"/> Pay lump sum                |                                   |

### TOTAL DUE:

#### PAYMENT METHOD:

- Pay online with a credit card, HSU Procard or check at:  
<https://commerce.cashnet.com/humboldthmo?CNAME=ADS>
- Invoice (You will receive an invoice from HSU)

#### El Leñador Advertising Guidelines:

- All ads must be finalized and received by the deadlines at right.
- The same ad will run in each issue unless we receive a new ad by the deadline at right.
- El Leñador is not responsible for errors or omission in ads or copy submitted by you.

#### DEADLINES:

<b>Issue*</b>	<b>Camera-ready Ads Due:</b>
February	Friday, Feb. 1, noon
March	Friday, Feb. 22, noon
April	Friday, March 29, noon
May	Friday, April 26, noon

**Sign, scan and send a copy of this contract to**

Email: [ELlenador.ads@gmail.com](mailto:ELlenador.ads@gmail.com)  
Fax: 707-826-4770

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

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_

(City/State/Zip) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Company Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

El Leñador Sales Representative: \_\_\_\_\_ Date: \_\_\_\_\_

Emilyo Arias Email: [ELlenador.ads@gmail.com](mailto:ELlenador.ads@gmail.com)

Phone: 707-826-3259 Fax: 707-826-4770

Advisor Signature: \_\_\_\_\_ Date: \_\_\_\_\_