

# Arrow Newspaper

uticapublications.com

Vita Simmons & Donnie Krall,  
business managers  
Stacy Smale,  
adviser

Utica High School  
47255 Shelby Road  
Utica, MI 48317  
(586) 797-2305 - office  
(586) 797-2201 - fax  
uhsarrow@uticak12.org

Advertisement:

- provided by customer
  - at time of signing contract
  - will e-mail - jpeg format only
- Arrow designs (no extra charge)
  - art provided
  - copy provided
  - rough layout below/ attached

Note: Digital graphics are preferred. Letterhead, telephone directory art, business card logo and newspaper clippings are acceptable; however, quality reproduction cannot be guaranteed in these cases.

- Number of Issues —
- October - Post Homecoming
  - November - pre-Holidays
  - December - Holidays
  - February - Spring Break
  - March - pre-Easter
  - April - pre-prom,  
Mother's Day
  - May - pre-prom/graduation,  
Father's Day

- Advertisement Size —      — Payment —
- Eighth Page (4 x 2.5 inches) = \$40
  - Quarter Page (4 x 5.5 inches) = \$60
  - Half Page (8 x 5.5 inches) = \$80
  - Full Page (8.5 x 11 inches) = \$150
  - Insert (advertiser provides) = \$125
- Multiple Discount = 5%
  - Yearly Discount = 15%
  - Cash \_\_\_\_\_
  - Check \_\_\_\_\_
  - Bill Us \_\_\_\_\_

\*All ads are printed on paper inserts, placed between newspaper pages.

Business/Company Name \_\_\_\_\_  
Billing Address \_\_\_\_\_  
City \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_  
Fax \_\_\_\_\_ e-mail \_\_\_\_\_  
Manager/Owner (printed) \_\_\_\_\_  
Signature of Manager/Owner \_\_\_\_\_  
Date \_\_\_\_\_ Salesperson \_\_\_\_\_  
Comments/Requests:

The Arrow newspaper reserves the right to refuse any advertisement for publication on the basis of poor taste and or racial, sexual, or religious discrimination. The Arrow newspaper does not guarantee location or placement of advertising copy on any particular portion of an insert.

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