

The Bengal's Purr, 2019-2020 Advertising Rates, Dates & Details

Adviser: Charity Egland, ceglan@lewistonschools.net Website: bengalspurr.com Voice/Text: 208-503-6264

Mail: Lewiston High School, Room 103, 1114 Ninth Ave., Lewiston, ID 83501

Advertisement Sizes <i>Based on 5-column tabloid pages, 9.5" x 11.5" print area in full color.</i>		One-time Rate	Repeat Reservation Rate <i>(Price per issue for 2-6 reservations)</i>	Annual Reservation Rate <i>(Price per issue for all 7 reservations)</i>
			Discounted 5% from original one-time rate	Discounted 10% from original one-time rate
2c=3.7"	2-column ads			
Business Card	2c x 2"	\$25.00	\$23.75	\$22.50
	2c x 3"	\$30.00	\$28.50	\$27.00
	2c x 4"	\$52.50	\$49.88	\$47.25
	2c x 5"	\$58.50	\$55.58	\$52.65
	2c x 6"	\$65.00	\$61.75	\$58.50
3c=5.6"	3-column ads			
	3c x 3"	\$81.00	\$76.95	\$72.70
	3c x 4"	\$89.00	\$84.55	\$80.10
Quarter Page	3c x 5"	\$97.00	\$92.15	\$87.50
	3c x 6"	\$105.00	\$99.75	\$94.50
	3c x 7"	\$113.00	\$107.35	\$101.70
	3c x 8"	\$121.00	\$114.95	\$108.90
5c=9.5"	5-column ads			
	5c x 3"	\$103.00	\$97.85	\$92.70
	5c x 4"	\$111.00	\$105.45	\$99.90
	5c x 5"	\$120.00	\$114.00	\$108.00
Half Page	5c x 5.5"	\$124.00	\$117.80	\$111.60
	5c x 6"	\$128.00	\$121.60	\$115.20
	5c x 7"	\$136.00	\$129.20	\$122.40
Back Page Maximum Size	5c x 8"	\$144.00	\$136.80	\$129.60
Standard Full Page	5c x 11.5"	\$173.00	\$164.35	\$155.70

*Want to make a single **annual payment**? Pay for all your ads at once to get an **extra 5% discount** for the year!*

For account details, email ceglan@lewistonschools.net.

Invoices are sent by email after each publication date.

To make a payment, please visit the LHS main office or send checks to The Bengal's Purr, 1114 Ninth Ave., Lewiston, ID 83501. The school prefers cash and check payments.

Dates & Deadlines

Publication Date & Theme	Reservation Due	Design Due
Sept. 27, Hometown Sports	Sept. 16	Sept. 20
Oct. 30, Halloween	Oct. 16	Oct. 23
Dec. 14, Listmas	Dec. 1	Dec. 7
Jan. 24, Golden Throne	Jan. 10	Jan. 17
Feb. 26, Winter	Feb. 12	Feb. 19
April 1, April Fools	March 17	March 24
May 8, Spring	April 23	May 1
May 30, Graduation	May 16	May 23

To make a space reservation or submit an ad design, email ceglan@lewistonschools.net. Ad design files accepted include PDFs, JPGs or PNGs of 200 dpi/ppi or higher resolution. CMYK color settings preferred.

Optional fees

Space Selection (Choose your page. Front cover, center pages excluded.)	+20% of individual ad rate
Design Services	\$15.00 and up
Rush Fee (For late ad designs)	\$30.00
Late Payment Fee (For balances outstanding for 60 days or more)	3% of amount overdue, charged with each billing cycle