



The Viking Magazine
Palo Alto High School
50 Embarcadero Road
Palo Alto, CA 94301
vikingads@gmail.com

Advertisement Sale Contract

THIS CONTRACT constitutes an agreement between the client named herein and the student magazine *Viking Sports Magazine* at Palo Alto High School, 50 Embarcadero Road, Palo Alto, CA 94301. *The Viking Sports Magazine* agrees to publish either a provided advertisement or the art and copy necessary to create an advertisement in full color. The client may choose to provide an advertisement with the specifications set below or have a staff member of *The Viking Sports Magazine* design an advertisement. All advertisements will be published in full color. Advertisements designed by *The Viking Sports Magazine* staff are property of *The Viking Sports Magazine* and may not be used and/or published in other media without proper permission from *The Viking Sports Magazine* and licensing fees.

The deadlines for receiving advertisements are outlined below. If the client agrees to provide an advertisement but *The Viking Sports Magazine* does not receive it before the specified deadlines, the advertisement may not appear in the client-designated magazine issue. *The Viking Sports Magazine* is published six times per academic year.

Payment is due upon signature of this contract. Checks must be made out to Palo Alto High School, for Viking Sports Magazine. A bill and (if requested) a copy of the magazine will be sent out to the client at the time of publication. An email will be sent confirming receipt of payment. If problems arise regarding advertisement size, copy or quality, the client will be notified promptly unless *The Viking Sports Magazine* has no control over the problem. There may be printing risks with all of *The Viking Sports Magazine's* printers.

***Viking Sports Magazine* reserves the right to reject, edit or cancel any advertisements at any time following the signature of this contract and payment.** If *The Viking Sports Magazine* decides to cancel an advertisement in advance of publication, but after payment has been received, the amount for the advertisement shall be refunded to the client in full before the publication of the following issue.

Advertisements must be free of statements, illustrations or implications offensive to good taste and public decency based upon the opinion of the staff of *The Viking Sports Magazine*. Advertisements shall offer merchandise or service based on its merits and refrain from attacking competitors unfairly or disparaging their products, services or methods. *The Viking Sports Magazine* will not accept advertisements for products of groups that are racist, sexist, illegal for high school students or in violation of standard journalistic ethics (libel, obscenity, invasion of privacy or disruption). Advertisements published by *The Viking Sports Magazine* are in no way endorsements from the staff, advisor, administration or board of education at Palo Alto High School.

Specifications:

One page is 8.5" x 11"
1/8 page: \$100.00/Issue
1/4 page: \$175.00/Issue
1/2 page: \$300.00/Issue
Full page: \$500.00/Issue

Company Name: _____
Representative: _____
Phone: _____
Address: _____
Email: _____

***The Viking Sports Magazine* offers a 10% discount for:**

*clients advertising for 3 or more issues
*clients paying cash or check up front

***The Viking Sports Magazine* offers a 15% discount for:**

*clients paying cash or check up front for three or more issues

Circle Issue Number(s):

1 2 3 4 5 6

Circle Ad Size:

1/8 1/4 1/2 Full

Publication Schedule:

Issue 1: Sep. 17
Issue 2: Oct. 15
Issue 3: Nov. 13
Issue 4: Feb. 4
Issue 5: Mar. 11
Issue 6: Apr. 22

(Note: these are deadlines for ad submission.
Typically issues are distributed a week later)

Representative Signature: _____

Date: _____

Viking Staff Member: _____