



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

Online 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 on the *Viking Sports Magazine* website, www.vikingsportsmag.com. 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 advertisement on the *Viking Sport Magazine* website will be featured as a scrolling advertisement. The advertisement will be visible on the homepage and on stories and will have 25 percent to 100 percent impressions based on the quantity of advertisements running on the website.

If the client agrees to provide an advertisement but *Viking Sports Magazine* does not receive it, the advertisement may not appear on the *Viking Sports Magazine* website.

Payment is due upon signature of this contract. Checks must be made out to Palo Alto High School, for *Viking Sports Magazine*. A bill 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.

***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.

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.

Pricing and sizing specifications are listed below.

Specifications:
Sizing: 300px by 300px

Levels
Basic: \$200.00/6 weeks
Intermediate: \$300.00/ 26 weeks
Platinum: \$600.00/year-long (365 days)

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

Circle Level:

Basic Intermediate Platinum

Representative Signature: _____
Date: _____
Viking Staff Member: _____
Amount Paid: _____