

Print Rates

	LOCAL	RHS (40% off)
*Front Banner	\$100	\$60
*Back Banner	\$75	\$45
Full Page	\$300	\$180
1/2 Page	\$150	\$90
1/4 Page	\$100	\$40
1/8 Page	\$60	\$35
Bus. Card	\$25	\$15

*full color

Additional Fees

Full Color	\$150
Pre-Printed inserts	\$165
Custom Ads	\$5/inch ²
• 3 in ² minimum size for custom ads	

Online only *(thepirateshook.com)*

Homepage:	\$150
Sponsor page:	
One semester:	\$50
Full year:	\$75

Discounts

	3 issues (20% off)		6 issues (40% off)	
	LOCAL	RHS	LOCAL	RHS
*Front Banner	\$250	\$150	\$360	\$220
*Back Banner	\$185	\$110	\$270	\$160
Full Page	\$750	\$450	\$1080	\$650
1/2 Page	\$360	\$220	\$540	\$325
1/4 Page	\$250	\$150	\$360	\$215
1/8 Page	\$150	\$90	\$215	\$130
Bus. Card	\$60	\$35	\$90	\$55

*full color

****All advertisers who spend more than \$100 get free adspace at thepirateshook.com**

Don't see the deal you want?

The Pirates' Hook staff designs ads for no extra fee. We can tailor a package to fit your needs!

Full Page
11.375"x14"

1/2 Page
11.375"x7"

1/4 Page
5.68"x7"

1/8 Page
5.68"x3.5"

Bus. Card
3.5"x2"

Custom sizes available

Print-Ready Artwork

- Photos and artwork should be at least 170 dpi at full size
- Black and white ads should be saved as grayscale
- Color ads should be saved as CMYK (NO RGB)
- No text smaller than 9 pt
- Ads must be sent as .PDF or .TIFF files
- Paper copies and business cards can be scanned and uploaded
- Ads can be resized to fit purchased space
- email files to bryan_christopher@dpsnc.net

Deadlines

ISSUE	SPACE SOLD	ARTWORK DUE	DELIVERY
OCTOBER	10/10	10/14	10/22
DECEMBER	11/31	12/3	12/10
FEBRUARY	1/31	2/2	2/10
APRIL**	3/27	3/30	4/6
MAY	5/4	5/11	5/18
SEPTEMBER (back to school 2020)	TBD	TBD	TBD

**Riverside's prom is 5/2/2020

The Pirates' Hook

Advertising Contract 2019-2020

Riverside High School
3218 Rose of Sharon Rd
Durham, NC 27712
p: 919.560.3965
f: 919.560.3798
Bryan Christopher, adviser
bryan_christopher@dpsnc.net
thepirateshook.com

Business Name: _____

Contact person: _____

Address: _____

Phone: _____

Email: _____

Hook sales representative: _____

Ad Size	Issues	Design	Price
<input type="checkbox"/> Front banner	<input type="checkbox"/> December	<input type="checkbox"/> Client will design ad	\$ _____
<input type="checkbox"/> Back banner	<input type="checkbox"/> April	<input type="checkbox"/> Hook staff will design ad	
<input type="checkbox"/> Full page	<input type="checkbox"/> May		
<input type="checkbox"/> 1/2 page			
<input type="checkbox"/> 1/4 page			
<input type="checkbox"/> 1/8 page			
<input type="checkbox"/> Business card			
<input type="checkbox"/> Online (homepage)			
<input type="checkbox"/> Online (sponsor page)			

The award-winning, bilingual Pirates' Hook, Riverside High School's student newspaper, is published six times a year. One thousand copies are distributed to students, staff, and the Durham community. Content also appears online at thepirateshook.com and @thepirateshook.

All advertising must be prepaid prior to placement. Payments must be made in full to receive discounts. The Pirates' Hook reserves the right to refuse an ad for any reason. Ads for products illegal or inappropriate for minors will not be accepted.

Business authorized signature: _____ Date: _____

Hook sales rep signature: _____ Date: _____

Thank you for supporting Riverside High School and The Pirates' Hook!