

The Parkway West Pathfinder



Advertising Contract 2018-2019

Web ads:

Location:	Size:	Pixels:	Cost:
Footer	6.2 in. x 1.2 in.	465 x 90	\$60 per month
Sidebar on all Section Pages	4.27 in. x 4.27 in.	320 x 320	\$80 per month

I want a _____ (right side / sidebar on all section pages) ad! I _____ (want / don't want) the design team for the Pathfinder to create an ad for me for an additional \$20.

Sept 3- Sept 30 Jan 21- Feb 17

Oct 1- Oct 28 Feb 18- Mar 17

Oct 29- Nov 25 Mar 18- Apr 14

Nov 26- Dec 23 Apr 15- May 12

Dec 24- Jan 20 May 13- Jun 11

Circle which month: All payments shall be in check.

Name: _____
 Business Name: _____
 Date: _____ Phone: _____
 Address: _____
 Email: _____

If you have any questions, contact Zach Poscover at 314-593-7005 or at poscoverz2209@parkwayschools.net.

Advertising Policy: The Parkway West Pathfinder has the right to accept, reject, or cancel any advertisement at any time without a refund. If a business pays for ads in advance and the staff decides to cancel the ad, the money will be returned for the remaining ads. Also, 60 days after sending the invoice an additional 10% will be charged for every two weeks without payment. Advertising shall be free of statements, illustrations or implications that are offensive to public decency based on opinion of the staff. Advertising shall offer merchandise or service on its merits, and refrain from attacking competitors unfairly or disparaging their products, services, or methods of doing business. Advertising that is racist, sexist, illegal for high school students, political, or violated other standard journalistic principles will not be accepted. Ads which the staff accepts are not an endorsement from the staff, the advisor, the administration, or the Parkway Board of Education.