

October 2011

Re: Talk About Exposure!
Advertising Sponsors for our school newspaper, *The Paw Print*, and our news magazine, *The Valley View*

Dear Parents/Guardians of Cedar Valley Students,

The Cedar Valley Middle School journalism department creates an award-winning school newspaper and news magazine. We will produce two print editions of *The Paw Print* and *The Valley View*. All other news produced by our staff will be ONLINE! This means breaking news will arrive to you as events happen!

We need support to help cover printing costs and other necessary 'gear' needed for our photojournalists. Sponsored advertisements promote the journalism students' efforts. The cost to print a 12-page newspaper runs about \$230 per edition. Our department is allotted \$500 per year, so we need advertising to supplement our department needs. Enclosed you will find an advertising rate sheet. Your ad will appear in the two printed editions of our newspaper and news magazine, PLUS our online edition. Talk about exposure!

The link to our online newspaper can be found on our school homepage—www.roundrockisd.org/cedarvalley. Students will update news weekly. Our print editions will reach the students and community in December 2011 and May 2012. Remember that each time someone views our online newspaper, your advertisement will appear. Plus advertising fees and/or donations are tax deductible. Your support promotes a sense of community.

Please complete the attached rate sheet with the amount due and camera ready art on CD or flash drive to our school in an envelope marked Attn: News Staff. Make checks payable to Cedar Valley Middle School (include a phone number and DL# on checks).

We appreciate your support of the journalism program at Cedar Valley Middle School. These 7th and 8th grade students enrolled in the newspaper elective are learning valuable tools that will help them become successful in their academic and personal pursuits while allowing them to follow avenues for possible high school internships. Our students win national awards in graphic design, receive national recognition in photojournalism and press awards with the University of Texas Interscholastic League Press (ILPC). This is an impressive list of awards for students who are just learning the ropes of reporting and keeping history alive!

We look forward to hearing from you. Should you have questions, feel free to contact me.

Sincerely,

Mrs. Nikki Dowd, Publications Advisor
Cedar Valley Middle School
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Austin, TX 78717
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www.schoolsinsession.com – journalism website
www.cedarvalleynewspaper.org - *Paw Print* online

Revised 10/17/11

The Paw Print & The Valley View Advertising Form

the Cedar Valley Middle School student newspaper and news magazine

Date _____

Business/Organization _____

Street Address _____

City _____ State _____ Zip Code _____

Company Contact _____ Phone _____

ADVERTISING RATES

Fees are not prorated and include print and online yearly advertising from September 30, 2011 – May 31, 2012 for both the newspaper and news magazine. **Talk about exposure!** Sizes listed are for the tabloid size newspaper. The news magazine is a 9 X 12 color publication.

business card size \$15.00 per year
 1/4 page ad (5X6) \$30.00 per year
 1/2 page ad (10X6) \$60.00 per year
 full page ad (12X10) \$120.00 per year

PRINT ADVERTISING DEADLINES

Issue	Deadline	Publication Date
1.....	Nov. 15	December 2011 - PRINT
2.....	April 1	May 2012 - PRINT

Check whether you wish to make a donation or advertise.

{ } I _____ wish to make a donation to the journalism department in the amount of _____.

{ } I _____ wish to include ad space in the Cedar Valley Middle School student-produced newspaper/news magazine and am indicating the size of my ad below. The two printed issues of our newspaper reach over 1100 readers. The newspaper is also online at www.cedarvalleynewspaper.org. Your ad will also appear in our twice-yearly print edition of the news magazine, *The Valley View*.

Advertising Size	Advertising Cost (attach check to this contract)	Donation Amount (attach check to this contract)