

FS Publications Advertisement Sales 2019-2020

Franklin Simpson High School
400 South College Street
Franklin, KY 42134

Dear Wildcat Supporter:

Your FS Publications staff is preparing for a year like no other. Along with our town celebrating it's bicentennial year, our yearbook will be publishing it's 75th volume. While we think it always important to document history, this year will be special. Your support allows us to provide a newspaper, free of charge, to students, staff and community members and reduce the cost of yearbooks for all who purchase, translating to more books in homes and businesses around our community.

Over the past decade the FS Publications staff, a combination of the Catflash newspaper staff and Wildcat yearbook staff, have generated an average of \$15,000 via advertising revenue through fundraising efforts. With our format all publications students work to create both publications; doing so while working to become career ready through Kentucky's #1 ranked Career and Technical Education center, with a Business Multimedia emphasis, taught through our high school's business department.

We have one goal for each publication we hope to meet through the use of our ad sales revenue. First, we hope to continue to distribute three issues of the Catflash (two traditional newspapers and one senior special), around 1,000 print copies of each newspaper, at no cost to students, staff and community members. Second, we hope to be able to continue to reduce the cost of yearbooks. We have reached our goal and reduced costs by approximately \$25 for the past decade. Our mindset is that lower costs will make our book more affordable and that in the end the book can be purchased by more students and families. In order to reach our goals and make our publication the best it can possibly be we need your support.

Aside from our printed work, with the help of people like you throughout our community we were able to renew our subscription to the adobe creative cloud (a program where we can learn from the industry standard photography and journalism technology and purchase one new camera.

Please take a moment to review our advertising options and prices and consider supporting our staff, school and community by advertising with us. This year we promise that you will only be approached by one student, but ask that you consider supporting both publications if at all possible. We have outlined our sales options on the back and each staff member can go over these with you. If you have any questions or concerns please feel free to contact your assigned staffer using their contact information below or our adviser, Sheena Searcy, at the high school (586-3273 ext. 168 or sheena.searcy@simpson.kyschools.us).

Your support is greatly appreciated, and we look forward to working with you this year!

Sincerely,
FS Publications

Staff Contact:

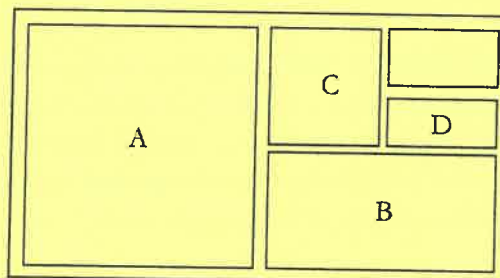
2019-20 Advertising Contract

Business Name: _____
Business Contact Person: _____
Business Contact Information (email/phone): _____

PART ONE: WILDCAT /YEARBOOK

Full page and quarter page ads have traditionally been printed vertically while the rest appear horizontally (as drawn in the diagram). Measurements are expressed in inches, width x length, and are as close an estimate as possible until the ad section of the book is designed.

- ____ A: Full Page (8x10.5) \$300
____ B: Half Page (8x5) \$175
____ C: Quarter Page (4x5) \$90
____ D: Eighth Page (4x2.5) \$60

**PART TWO: CATFLASH/NEWSPAPER**

Option 1: Single Run (dimensions w x h)

- ____ \$100 A (10.25x11 inches)
____ \$75 B (10.25x5.5 inches)
____ \$50 C (5.125x5.5 inches)
____ \$25 D (5.125x2.75 inches)

Option 2: Advertise in all 3 papers

- ____ \$300 A (10.25x11 inches)
____ \$225 B (10.25x5.5 inches)
____ \$150 C (5.125x5.5 inches)
____ \$75 D (5.125x2.75 inches)

Please use the space above to detail any ideas or directions you may have for your ad including a list of any students you would like to appear with their relation to your business (for example: John Doe, son of Jane doe, owner; John Doe, co-op student, etc.). If you need a picture taken we will be happy to assist.

You may include logos, clip art or images with your order, or we can create a custom ad for you using your designs and directions. Electronic images and logos are preferred and can be sent to sheena.searcy@simpson.kyschools.us. Please let us know if we can help in any way!

Please return this form with payment to your staff contact or the address below. Checks should be made payable to FSHS.

Franklin-Simpson High School
Attn: Sheena Searcy
400 South College Street
Franklin, KY 42134