



ADVERTISE WITH
BHS | THE BENGAL BEAT
BRASWELL HIGH SCHOOL STUDENT NEWS



26750 E. UNIVERSITY DR. AUBREY, TX 76227 | 972-347-7746 | BRASWELLMEDIA@DENTONISD.ORG

HELP SUPPORT LOCAL STUDENT JOURNALISM AT BRASWELL HS

Dear Local Business Owner,

The Bengal Beat News staff at Ray Braswell High School is seeking the support of the community. We are asking local business owners and organizations to purchase advertisement space in one of our upcoming printed newspapers. The Bengal Beat aims to print a 16-page newspaper four-times a year, aiming for at least once per quarter. The Bengal Beat prints 1,000 copies and distributes them to students at Braswell High School, with a current enrollment of 2,800+. Advertising pricing and guidelines are available on the next page.

We feel that advertising in the student newspaper is not only effective, but also affirms your support for the Braswell High School community. Your support helps the school community by insuring that the newspaper is able to be distributed for free to students, as well as provides equipment upgrades (technology, printers, and cameras), staff recognition and press uniforms for students. With the help of advertising, we hope to be able to print one issue for every one student at Braswell. If you are interested in purchasing advertisement space in an upcoming issue, please fill out the attached pages and return with payment to Mr. Daniel Carr, adviser, at Braswell High School. Please make checks out to "Braswell High School Student Media". Please mail to the above address or email the form to braswellmedia@gmail.com. If you are interested in advertising with us on our website, braswellmedia.org, please visit snoads.com. Advertising online helps offset the cost of hosting the website and domain every year.

If you have any questions, please contact our adviser directly at dcarr2@dentonisd.org.

Thank you for your support!

Thanks,
The Bengal Beat News Staff
Braswell High School



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ADVERTISING GUIDELINES

The deadline to purchase an advertisement in an issue is one week before our publication deadlines (for a list of publication deadlines, please see the last page)

READ THIS INFORMATION FIRST

The Bengal Beat News is the student-produced newspaper/ online news site of Ray Braswell High School. The newspaper aims to publish four issues (at a minimum) every year – with the goal of publishing at least once a quarter.

The Bengal Beat News can run your finished ad copy or an advertising representative can design an ad targeted to the student market at Braswell High School. We will be happy to work with you to meet all your advertising needs. If you need to contact us immediately, you can reach us by emailing braswellmedia@dentonisd.org or by calling 972-347-7746 (please leave a voicemail if no answer).

Print Advertising Rates

- 1/8 page (color) – \$50
- 1/4 page (color) – \$90
- 1/2 page (color) – \$175
- Full page (color) – \$300

Online Advertising Rates

- Header Ad – \$30 per month
- Footer Ad – \$30 per month
- Sidebar Ad – \$60 per month
- *Online advertising available for purchase at snoads.com

Print Ad Contracts Due By:

- Q1 – September 29, 2023
- Q2 – December 8, 2023
- Q3 – March 1, 2024
- Q4 – May 10, 2024

Publication Dates:

- Q1 – October 4, 2023
- Q2 – December 15, 2023
- Q3 – March 6, 2024
- Q4 – May 16, 2024

Space and Copy Policy

All ads and contracts must be submitted to the Braswell Student Media adviser by the Monday before publication deadline. Advertisement pre-run proofs can be guaranteed if advertisements and contracts are turned in by the due date.

Print Regulations Policy

The Bengal Beat reserves the right to edit or reject any advertising unfit for publication in a student newspaper.

The Bengal Beat will not accept advertising for the following:

- Alcoholic products
- Drugs, drug products or drug paraphernalia
- Tobacco products
- Establishments in which alcoholic beverages are the main focus
- R-rated movies or higher (we only advertise for G, PG, and PG-13 movies)
- Sexual products or stimuli
- Any product of which the use is prohibited for minors

News stories and free notices do not accompany any class of paid advertising. Copy resembling news stories will be marked “paid advertising.”

*All pricing information is subject to change. Please email braswellmedia@dentonisd.org for more details.



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ADVERTISING CONTRACT

Name of Advertiser (Business)

Date

Contact person for Ad

Phone Number

Address

City/State/Zip

Contact Email

Ad size choice: (check the size below)

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Full page color
\$300 | <input type="checkbox"/> Full page black/white
\$290 | <input type="checkbox"/> 1/4 page color
\$90 | <input type="checkbox"/> 1/4 page black/white
\$80 |
| <input type="checkbox"/> Half page color
\$175 | <input type="checkbox"/> Half page black/white
\$165 | <input type="checkbox"/> 1/8 page color
\$50 | <input type="checkbox"/> 1/8 page black/white
\$40 |

Multiple Issues Requested:

- | | |
|-----------------------------|-----------------------------|
| <input type="checkbox"/> Q1 | <input type="checkbox"/> Q3 |
| <input type="checkbox"/> Q2 | <input type="checkbox"/> Q4 |

Comments

Thank you for supporting The Bengal Beat, Ray Braswell High School's student news/online news site. The funds from advertising sales helps pay for technology, cameras, staff appreciation/recognition, staff uniforms, etc. The advertising staff pledges to produce a quality advertisement. The buyer, in signing the ad contract, realizes the newspaper is planned, created and produced by students in grades 9 through 12 who are not professionals and are in the learning atmosphere. Errors can and will occur. The buyer guarantees payment for the advertisement to accompany the signed contract. Contracts will be valid upon receipt of payment, which are due at time of submission, unless otherwise agreed on. All physical files will be sent to the publisher and may or may not be returned upon paper delivery. The Bengal Beat staff will supply the advertiser with 10 copies of the paper to have at the business' location after papers are delivered to the school. More copies may be ordered for an additional fee.

Signature

Date submitted