

Registration for the High School National Ad Network

www.highschoolads.org

Please fax this completed form to 703-453-1139
Questions? Contact Diana Mitsu Klos at adnet@asne.org or 703-453-1125

CONTACT INFORMATION

Your name: _____

Title: _____

Name of ad agency or advertiser: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-mail: _____

Web site: _____

Product(s) you plan to advertise in high school newspapers via the ad network:

How did you hear about us?

Received a brochure in the mail

Received a postcard in the mail

Read an article about us

Web search

4A's conference

Referred by a colleague

Other (please specify): _____

BASIC TERMS AND CONDITIONS

Upon registration, we will e-mail a rate card, user name and password for www.highschoolads.org.

It's easy to tailor your ad buy. Review and pick the schools where you want to place ads within specified deadlines. Demographic information is shown and the cost of your ad buy is automatically tabulated. We're here to help you at every step.

To ensure quality control, only black and white PDFs are accepted. High schools in the Ad Network have been assigned to one of four standard page sizes.

Black and white ads are accepted in modular units (quarter, half and full-page).

We collect tearsheets from the high schools and send you a single invoice. Full payment to us is expected within 30 days of billing. The late fee is 10 percent. Due to the range of school newspaper publishing cycles, the kill fee is 50 percent of the overall ad buy.



Reach teens directly at school — without hassles!

The High School National Ad Network connects you with a million hard-to-reach teens via their high school newspapers.

These 500-plus publications are written by and for teens, making them totally cool and credible. Everyone at school reads them! And, our base of school newspapers is growing.

Our price structure is reasonable. We offer unmatched access and quality. Our sole focus is high school media.

Build brand awareness and loyalty — tap into the flourishing diverse markets that teens represent.

AD BUYS THAT MEET YOUR NEEDS

- First, send us the completed registration form. We will send you a rate card and password to get into www.highschoolads.org
- See an image of every school paper in the Ad Network before you buy.
- You choose papers and run dates.
- You choose papers by state, county, ZIP codes or based on other demographic traits.

WE HANDLE ALL THE DETAILS

- Schools are pre-screened for quality.
- Newspapers are in three formats: broadsheet, tabloid and standard.
- Newspapers are further broken down by geography and demographics.
- Ads are sold in modular units of full, half- or quarter-pages.
- To ensure quality reproduction, we take only black and white ads.
- As you buy, cost and demographic data are automatically tabulated.
- We collect and inspect tearsheets from every school that runs your ad, forwarding them to you with an invoice.
- One payment to us covers all ads you place during a time block.
- We pay each school newspaper in a timely manner.

ONE-STOP PLACEMENT FOR ADVERTISERS AND AGENCIES

Teen buying power surges

- Teens spent \$158 billion in 2005, a per-person average of \$74 a week.
- 46 percent of teens plan to spend even more.
- 62 percent have a savings account and most receive money from their parents.

(Source: Teenage Research Unlimited)

Tap into our expertise

Provide us with the ad and we'll handle the administrative detail. We help the school papers place your ad, track quality and collect tearsheets. You get a single invoice. We then pay each school.

Register now

Fax back the enclosed registration form and we'll provide you with a rate card and password for the site.

Questions?

Diana Mitsu Klos, 703-453-1125

Craig Branson, 703-453-1123

American Society of Newspaper Editors
High School Journalism Initiative
11690B Sunrise Valley Drive
Reston, VA 20191-1409
703-453-1125, adnet@asne.org

www.highschoolads.org

Advertising to teens means an extra measure of responsibility

We don't accept ads for tobacco products, alcoholic beverages or R-rated movies. In addition, high school newspapers shy away from:

- Overtly sexual images, innuendo or word play.
- Offensive language or scatological humor.
- Content conveyed in poor taste.
- Images or text hostile to any racial, ethnic or religious group or to sexual orientation.
- Language that is false, libelous or invades privacy.
- Political or religious advocacy.

Who are we? And what motivates us?

- We are a non-profit journalism association with an exceptional track record of growing quality scholastic media in all 50 states.
- We can connect you with the coveted teen audience.
- School newspapers are the financial beneficiaries.
- We are a tightly-run non-profit. That's why our rate card is so reasonable.



ENGAGE A

MILLION TEENS



Reach the
\$158 billion teen market
www.highschoolads.org