



ADVERTISING CONTRACT – 2020-2021

The Crusader Archbishop Riordan High School

This ADVERTISING CONTRACT made and entered this _____ day of _____, 20____,

is by and between _____ (hereinafter referred to as “Advertiser”)
(name of business)

located at _____
(address of business: street, city, state, ZIP code)

(Phone number)

(E-mail address)

and *The Crusader*, the newspaper of Archbishop Riordan High School, 175 Frida Kahlo Way, San Francisco, CA 94112.

Publishing Information:

The Crusader . . .

✍ strives to produce at least 4 issues per year.

✍ averages 16 to 24 pages per issue.

✍ prints 1,000 copies of each issue, uploads the entire newspaper on RCrusaderNews.com, and posts stories and photos on Twitter, Instagram, and Facebook. Readership is estimated at 2,000.

✍ is a tabloid-sized newspaper, which is 11 x 17 inches.

✍ is read by students, faculty, parents and alumni of Archbishop Riordan High School as well as patrons at local public libraries and coffee shops. In addition, *The Crusader* exchanges newspapers with schools across the Bay Area.

✍ does not advertise goods or services illegal to minors and reserves the right to deny any advertising, in whole or part, that would not benefit a student produced publication or is in direct opposition to the teachings of the Roman Catholic Church and the Archdiocese of the City of San Francisco.

Please note . . .

In consideration of the promises, and other good and valuable consideration, the receipt and legal sufficiency of which is hereby acknowledged, the parties, hereto, agree as follows:

1. Advertiser hereby agrees to place ad(s), as herein below described, in *The Crusader* on the below terms and conditions. *The Crusader* agrees to run the ad(s) of the Advertiser on the below terms and conditions.

2. PUBLICATION DATES/DEADLINES

(All dates are tentative and ad space is subject to availability.)

_____ Issue 1: September/October 2020 (DEADLINE: Mid-September)

**Issue is distributed mid-semester*

_____ Issue 2:

November/December 2020 (DEADLINE: First week of November)

**Issue is distributed prior to Christmas Break*

_____ Issue 3: February/March 2021 (DEADLINE: Mid-February)

**Issue is distributed before prom*

_____ Issue 4: April/May 2021 (DEADLINE: Mid April)

**Issue is distributed prior to graduation*

Advertiser hereby agrees to place ad(s) in the issues of *The Crusader* on issue dates checked above and to have all copy in to *The Crusader* by the deadline indicated.

3. RATES

A. Ad submission: All artwork and text must be submitted to *The Crusader* via e-mail at rcrusadernews@riordanhs.org in jpeg or pdf format.

B. Artwork: In the event that artwork submitted must be increased or reduced in size by *The Crusader* printer, cost of such alteration at the rate of \$5 per increase or reductions will be added to the Advertiser's bill.

C. Photographs: Photographs shall be at the rate of \$5 per issue in addition to any copy, and the size of the photography, if not within copy area, will be added to the total copy to determine the total column inches of each ad per issue.

D. *The Crusader* strives to print an all color newspaper; therefore, ads may be in full color or black and white at the discretion of the advertiser.

E. Ads do not run on the front page, center spread, or back page.

F. Advertisers may select from the following ad sizes:

- ___ Business card size \$75.00 (2" x 3.5")
- ___ One-quarter page \$115.00 (approximately 3" x 5")
- ___ One-half page \$210.00 (approximately 6" x 9")
- ___ Full page \$350.00 (11" x 17")

Pre-printed inserts \$275.00 for 1,000 copies (same deadline as ad copy)

MISCELLANEOUS

A. *The Crusader* agrees that it shall rebate any sums paid, in advance, for any ad(s) not run.

B. Where pre-payment has not been made, invoices shall be sent by *The Crusader* after the publication date of each ad and are payable upon receipt.

C. Each ad containing a photograph shall be submitted with a model release, when applicable, and the Advertiser shall indemnify and hold harmless *The Crusader*, Archbishop Riordan High School and the Archdiocese of San Francisco for all actions based on the use of said photographers and/or trade or service marks and/or copyrighted material submitted to *The Crusader*. All copy and photographs become the property of *The Crusader* upon submission by the Advertiser.

D. The Advertiser may cancel this contract only upon notification to *The Crusader* and, together with said notification, the payment of twenty-five (25) percent of the balance for the ad(s) contracted for but not yet published. In addition, the Advertiser must pay the maximum rate for the ad(s) already published.

Advertiser's Specifications (select all that apply)

- ___ Bill after each issue
- ___ Paid in advance (attach check payable to Archbishop Riordan High School)
- ___ Copy to be e-mailed to *The Crusader*
- ___ Copy supplied by Advertiser
- ___ Copy to be written/signed by *The Crusader*
- ___ Call after issue for new instructions
- ___ Other (attach explanation)

The Advertiser and *The Crusader* agree to enter into an advertising contract with the aforementioned specifications.

Advertiser

(Please sign name of authorized representative) (Date)

(Please PRINT name of authorized representative)

The Crusader

(Staff member who sold ad)

(Date)

(Approval of adviser, Susan Sutton, CJE)

(Date)