



## 2009-10 School Year Price List for Ads

	<b>Commercial Business Advertisement Price</b>	<b>Student Personal Profile Price</b>
<b><u>Black/White/Gold Ad</u></b>		
Full Page	\$700.00	\$525.00
One-Half Page	\$400.00	\$300.00
One-Fourth Page	\$250.00	\$188.00
One-Eighth Page (Business Card)	\$150.00	\$112.00
<b><u>Color Ad</u></b>		
Full Page	\$1000.00	\$750.00
One-Half Page	\$550.00	\$413.00
One-Fourth Page	\$325.00	\$244.00
<b><u>Color Prime Spot</u></b>		
Roster ½ Page	\$585.00	
Inside Front/Back Cover & facing Inside Pages	\$1200.00	<b>NA</b>
Back Cover	\$1500.00	

Most prime spot placements belong to repeat advertisers. Check with Cindy Nye - Panthers Inc. PTSA Activity Program Chairperson before offering a prime spot placement. If there is an open spot placement, the spot will be filled on a first come first serve basis. **First come first serve means a signed contract with payment.**

Student Personal Profiles are exclusively for Plano East Students. To receive Student Person Profile pricing, the advertisement may NOT contain any references or contact information for a commercial business. **Advertisements that contain both student personal profile and commercial business information will be charged the Commercial Business Advertisement rate.**

