

2021-2022 CHS Yearbook Business Ad Contract

Dear Lorain County Business Owner:

The 2021-2022 Clearview High School Yearbook staff invites you to become our publishing partner. As we create the annual journal of our student body's life, achievements and learning during this academic year, we are reaching out to you as a member of our community to support us, as well as to gain another avenue for advertising your business. Additionally, ads will be placed on a rotating basis in printed publications and newsletters that go out to the student body and staff.

Why buy? More teens than ever are working, and they have more discretionary income. They rent movies, limos and tuxes, buy clothes, corsages, lunches, books, snacks, music, iPads, software, cell phones, tattoos, gas, cars, motorcycles, haircuts, cosmetics, school supplies, sports equipment, and concert and movie tickets. Your ad or page sponsorship in Clearview's yearbook will be seen by students, their parents, siblings, teachers and even friends from other schools. Your ad will be professionally printed on top quality paper and bound into a book the students will treasure. It will also create goodwill among their parents and the community.

Why support? Yearbook is technically a Publication class under our school's course guide and state curriculum. It's a Project-Based Learning class. In fact, the class operates as an actual business. The student's work and deeper learning in this class will serve them the rest of their lives. Your investment serves their greater learning.

We would love to include an advertisement from your business. This document contains the details of our business ad program, including prices and how to purchase an ad.

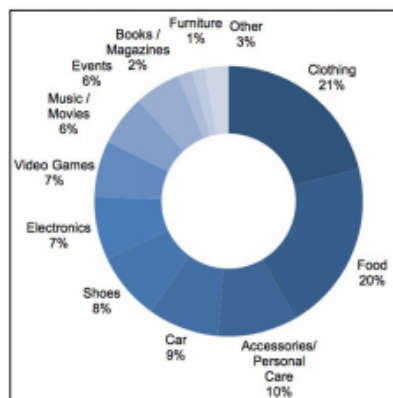
Thank you so much for your consideration.

CHS Yearbook Staff
Advisor: Holly E. Miller
4700 Broadway Ave.
Lorain, OH 44052
440-233-6313 ext. 2217

Pricing Guide	
Business Card Size	\$25
1/8 Page	\$50
1/4 Page	\$100
1/2 Page	\$250
Full Page	\$500

See below for how your ad could garner a share of our students' spending habits!

Teen Spending Trends



- Average annual income of a 15-17 year-old is roughly \$5K a year.
- Teens spend \$103 of their income and parents income each week.
- Teens are allocating 20 percent of their budget to food, which is up from the 15 percent they spent in years past.
- In comparison to adults, teens spend 8 times more on books and clothes.
- Teens spend about twice as much money on entertainment when compared to adults.
- More than half of all teenaged girls and 1/3 of teen-aged boys report buying some, or all, of the family groceries each week.

Advertisement Contract ~ For Clearview

1. What size ad are you ordering? (Circle one) Full page ½ page ¼ page ⅛ page 1/16 page
2. Payment: CASH -or Checks should be made out to Clearview High School - Check # _____
3. If using your business-created ad, you must provide your advertisement in one of the following formats:
PDF, JPEG, PNG
 - a. Please e-mail your ad to yearbook@clearviewschools.org
 - b. We can send you a preview of how your ad will look on the page before it is published.
4. See the box below for how to have us help you create an ad.

Contact person for this project: _____

Business Name: _____ Phone: _____

Address: _____

Email Address: _____

Authorized Signature: _____ Date: _____

CHS Salesperson's Signature: _____ Date: _____

If you do not have a pre-made ad and want our staff to create one for you, please sketch out your proposed design ideas (text, graphics, or other notes) here! We'll send you a mock-up for approval.

For Office Use Only

☐ Designed and proofed

☐ Placed in book

☐ Approved by business

☐ Mailed or e-mailed and billed

☐ Paid: Date and check # _____

Advertisement Receipt ~ For Business

1. What size ad are you ordering? (Circle one) Full page ½ page ¼ page ⅛ page 1/16 page
2. Payment: CASH -or Checks should be made out to Clearview High School - Check # _____
3. If using your business-created ad, you must provide your advertisement in one of the following formats:
PDF, JPEG, PNG
 - a. Please e-mail your ad to yearbook@clearviewschools.org
 - b. We can send you a preview of how your ad will look on the page before it is published.
4. See the box below for how to have us help you create an ad.

Contact person for this project: _____

Business Name: _____ Phone: _____

Address: _____

Email Address: _____

Authorized Signature: _____ Date: _____

CHS Salesperson's Signature: _____ Date: _____

If you do not have a pre-made ad and want our staff to create one for you, please sketch out your proposed design ideas (text, graphics, or other notes) here! We'll send you a mock-up for approval.

For Office Use Only

☐ Designed and proofed

☐ Placed in book

☐ Approved by business

☐ Mailed or e-mailed and billed

☐ Paid: Date and check # _____