



Advertise with Elkhart High School's **The PENNANT Online** newsmagazine!

Check us out at: [www.ehsnewsmagazine.org](http://www.ehsnewsmagazine.org)

Established in 1908, The PENNANT has welcomed many changes in format, including going entirely online. As a result, its advertising opportunities have also changed.

### What does this mean for our clients?

- You now can choose between TWO ad sizes ONLY:
  - **Large** (vertical) and **Small** (horizontal)
- You can choose to run **by the month** or **all year** (August to May)
- You may **change out your ad** for a new one ANY time you so desire
- You may include a **QR code** or **link** to your **website** or to a **coupon**

Because we are now online, our prices also reflect the reduced need for revenue.

In fact...we suspect that we will be lower than almost all of our competitors!

### PRICING:

**Large** (vertical) ad

**Monthly**

\$20

**All-Year (August to May)**

\$180 (10% discount)

**Small** (horizontal) ad

\$10

\$90 (10% discount)

**NOTE:** Our website does not have the capability to rotate ads on a moving carousel. Thus, the ads rotate when each viewer opens the website or when viewers already on the website refresh the screen. We realize that this is not ideal--another reason that our costs will remain so low.

### AD SIZES:

**Large** = 8x10 format (vertical)

**Small** = 4x5 format (horizontal)

- All will be reduced to fit the web page (see examples at [www.ehsnewsmagazine.org](http://www.ehsnewsmagazine.org))
- Most current publishing formats will work

### CONTACT INFORMATION:

**Mail:**

The PENNANT Online  
Elkhart High School  
2608 California Road  
Elkhart, IN 46514

**E-mail:**

[lsmith@elkhart.k12.in.us](mailto:lsmith@elkhart.k12.in.us)  
(Leslie Smith, adviser)

**Online:**

[www.ehsnewsmagazine.org](http://www.ehsnewsmagazine.org)

# The PENNANT Online Advertising

So, let's get started!

Send us your advertising information...

## CONTACT INFORMATION:

In an email ([lsmith@elkhart.k12.in.us](mailto:lsmith@elkhart.k12.in.us)), send us the following contact information:

- Business Name:
- Contact Person:
- Address:
- Phone:
- Email:

## AD SIZE AND RUN TIME:

Also send us your Advertisement Size and Run Time information:

- Ad Size (Large or Small)
- Run Time:
  - Individual months running (ex. Oct., Jan. Apr.)
  - Running all year (August to May)

**Don't forget to attach the actual advertisement in the email, too!**

\*Most formats are accepted

## PAYMENT INFORMATION:

You will have 3 choices:

1. Include full payment right away via the USPS mail (see address on previous page)
2. Wait for a billing statement and pay in full
3. Wait for a billing statement and pay monthly

If you have any questions, please don't hesitate to contact us!

The PENNANT Online

Leslie Smith, adviser

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**Support our student-run publication!**