



Official Media Group of TC Roberson High School  
250 Overlook Road - Asheville, NC 28803 • 828.654.1765 x4840 • f: 828.654.1768  
www.GoldenFleeceOnline.com • GoldenFleeceMedia@gmail.com

The Communications Class, producers of the student-run newspaper (print and online) and broadcast at TC Roberson High School, is seeking to form advertising partnerships with businesses in the area to provide a unique advertising opportunity to members of our community. The **Golden Fleece** and **GF Current** have achieved a level of professional journalism evident in being named one of the top ten high school programs in North Carolina for the past 11 years.

Readership of the **Golden Fleece** includes the school faculty and staff, parents, and nearly 1600 students. We also distribute the paper in the south district of Asheville. This year, 6 monthly newspapers will be produced, beginning in October. Advertisements will be available for all 6 issues in a variety of sizes. These may be previously designed ads, or they can be designed by our award winning staff.

Viewership of the **GF Current** also reaches the entire school population and is designed to run in an 18-minute, professional news broadcast format. Advertising in the **Current** will include the opportunity for businesses to display professional logos with slogans and even air pre-made commercials. We are also offering the opportunity for a single business to underwrite our program for a semester or year for a one-time cost.

Underwriting the program ensures exclusive advertising rights for the semester or year. The broadcast will be aired 6 times as well and will give businesses maximum exposure to students and teachers at Roberson.

AND WE ARE EXCITED TO ANNOUNCE FOR THE FIRST TIME EVER : our **GoldenFleeceOnline.com** website, packaged with qualifying print and broadcast customers. Details are listed within. We look forward to being able to serve you and your needs throughout the year.

If you have any questions about advertising in the **Golden Fleece**, please feel free to contact a staff member or our adviser, Mark Harrison, at 828-654-1765 x4840 or 828-712-8258, or e-mail us at GoldenFleeceMedia@gmail.com.



Disclaimer

The Golden Fleece Media Group reserves the right to reject advertising that it considers objectionable. Commercial advertising that discriminates on the basis of race, creed, color, handicap, age, or gender will not be accepted. Advertisements for products, services or promotions that are illegal in North Carolina will be rejected. All advertising decisions made by the Leadership Board of the class will be final.

The Golden Fleece will make every effort to accommodate ad position requests. However, because late-breaking news and other restrictions can affect the design of the newspaper, the Golden Fleece cannot guarantee any ad position. We will make every effort to contact clients immediately when such a situation occurs.

Make-goods or credit adjustments will be made when errors occur in advertising that are the responsibility of the advertising student media. It is the responsibility of the advertiser to notify the Golden Fleece of significant errors. The GF Media Group will be responsible for first-run errors up to a negotiable 25 percent of the ad cost. Allowances will be made only for errors that materially affect an ad's value. All errors after the first run are considered to be a failure of client to notify the GF Media Group and as such, no compensation will be considered.

The GF Media Group reserves the right to print and distribute as best serves the school schedule due to inclement weather regardless of Buncombe County School's Weather Policy or any class cancellations.

All advertising must be prepaid or contracted for credit payment prior to placement of advertisement. GF Media reserves the right to deny or revoke credit to any business with poor credit history, poor payment history, or any other extenuating circumstance. If any invoice becomes 90 days past due, GF Media reserves the right to seek legal measures to obtain payment.

## Display Advertising Rates

### Common Sizes

Full page (6 col. x 22")	
Standard	\$1,056.00
Clubs/Organizations	\$660.00

Half page (6 col. x 11" or 3 col. x 22")	
Standard	\$528.00
Clubs/Organizations	\$330.00

Quarter page (3 col. x 11" or 6 col. x 5.5")	
Standard	\$264.00
Clubs/Organizations	\$165.00

Eighth page (3 col. x 5.5")	
Standard	\$132.00
Clubs/Organizations	\$82.50

### Column Inch Rates

Standard	\$8.00
Clubs/Organizations	\$5.00
Speciality/Senior Ads	\$5.00

### Display Full Color Rates

full (67 - 132 col. in.)	\$300
half (34 - 66 col. in.)	\$150
fourth (17 - 33 col. in.)	\$75
eighth (< 17 col. in.)	\$50

### Bulk Contracts

Cost if advertiser is purchasing all 6 Issues

Standard	\$7.00/col. in.
Clubs/Organizations	\$4.00/col. in.

### Color

full (67 - 132 col. in.)	\$250
half (34 - 66 col. in.)	\$125
fourth (17 - 33 col. in.)	\$60
eighth (< 17 col. in.)	\$40

### Commission and Agency Services

All Golden Fleece rates are net. Any commission earned by an agency or placement service must be added to stated rates. All contracts must be signed and returned to our offices before contract rate is valid.

### Calculating Cost

Display advertising is sold by the column-inch. To calculate the cost of an ad multiply the number of columns (width) by the number of inches (height) and then multiply by the rate. A three-column-wide ad that is 4 inches tall would equal 12 column-inches. Next multiply the 12 column-inches by the standard \$8 rate to get the cost of the ad at \$96 per issue. If adding color cost, add to the raw cost before applying any discounts. The 12 column-inch add would be charged \$50 for color, making the total cost \$146.

### Premium Advertising Positions

Banner Ads (available upon Leadership Board approval) (Banner ads are placed at the bottom of the outside pages and quality must be approved by advertising manager before running.) All banner ads are 6 col. x 1" (or 12" x 1") in full color.

Front outside page	\$425/issue
Back outside page	\$375/issue

## Broadcast Advertising Options

### Packages

Basic - Logo and Slogan	\$100/episode
Premium - Basic + 15 or 30 sec ad	\$200/episode
Underwriting - Exclusive Access*	\$1200/3 episodes \$2000/All episodes

\*Underwriting allows a single advertiser to sponsor the Current and as the sole sponsor (includes Premium package) during the paid duration. This is offered as a first come, first serve basis.

### GoldenFleeceOnline.com Advertising Options

<b>Static Sidebar</b> (300x250)	<b>Dynamic Sidebar</b> (300x250)
Weekly Rate \$30	Weekly Rate \$20
Monthly Rate \$100	Monthly Rate \$70

### Static Main (620x90)

Weekly Rate \$18	Monthly Rate \$60
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### Online Special Packaging

All advertisers who spend \$100 or more (total costs after discounts) in print or broadcast advertising will qualify for exclusive **online vouchers** that can be used like cash. See an ad representative for more information.

### All Accounts

#### Deadlines

All ad deadlines are at 5 p.m. Eastern time 7 business days before press date (completed camera ready ad and paperwork).

#### All Late Ads

GF Media is under no obligation to run late ads and businesses will be charged the full cost of any late ad that does not run. Any ad received after the deadline that does run as scheduled will be charged a 25% Rush Order Fee.

#### Design charges

The Golden Fleece has a talented creative team that is ready to help any customer design an ad from scratch. This basic service is included in the cost of the ad; as such, businesses will be able to proof ads for content and spelling only (no design changes will be made). Minor content changes to an ad are done free of charge.

If a business would like to be able to adjust the ad design as well, a charge of 10 percent of the cost of the ad based on the column-inch price will be added. Allow 10 business days (before deadline) for the creative team to design an ad and to send proofs for approval.

#### Discounts

##### Up-front Discount

Any business that pays the full amount of the ad up-front will receive a **5% discount** on their total cost. Payment must be received at time of purchase.

##### Camera-Ready Ad Discount

Any business that provides a digital camera-ready version of their ad designed to the GF Media Staff's requirements will receive a **5% discount** on their total cost. Ad must be received by ad deadline or it will be subject to the Late Ad Policy.

##### Renewal Rewards Discounts

This plan gives businesses who have advertised in the Golden Fleece last year will receive an additional **5% discount** on their overall bill. Businesses who have advertised for two or more years will receive an additional **10% discount** on their overall bill.



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**Date of Purchase:** \_\_\_\_\_  
**Business/Advertiser:** \_\_\_\_\_  
**Mailing Address:** \_\_\_\_\_

**Contact:** \_\_\_\_\_ **Phone Number:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Standard Display Advertising**

**Size of Ad:** \_\_\_\_\_ columns \_\_\_\_\_ inches

Total Column-inches \_\_\_\_\_ x \$8.00 (TC \$5)

- Color
- Oct. 26       Dec 14       Feb 22
- Apr 2\*       Apr 19       May 24
- Coupon Included in Ad

= Base Cost \$ \_\_\_\_\_

= Color Cost \$ \_\_\_\_\_

**Total Base Cost** \$ \_\_\_\_\_

= # of Issues \_\_\_\_\_

**Sub Total** \$ \_\_\_\_\_

**Bulk Display Advertising**

**Size of Ad:** \_\_\_\_\_ columns \_\_\_\_\_ inches

Total Column-inches \_\_\_\_\_ x \$7.00 (TC \$4)

- Color
- Coupon Included in Ad

= Total Base Cost \$ \_\_\_\_\_

= Color Cost \$ \_\_\_\_\_

**Total Base Cost** \$ \_\_\_\_\_

# of Issues 6 Issues

**Sub Total** \$ \_\_\_\_\_

**Premium Display Advertising**

**Size of Ad:** 6 columns 1 inches

- Front Page (\$425) » Color Included
- Back Page (\$375) » Color Included

= **Total Base Cost** \$ \_\_\_\_\_

# of Issues \_\_\_\_\_

**Sub Total** \$ \_\_\_\_\_

**Broadcast Advertising**

- Basic (\$100/ep)       Premium (\$200/ep)
- Oct. 26       Dec 14       Feb 22
- Apr 2\*       Apr 19       May 24

**Total Base Cost** \$ \_\_\_\_\_

# of Episodes \_\_\_\_\_

**Sub Total** \$ \_\_\_\_\_

**Exclusive Broadcast Advertising**

- \$1200/3 episodes       \$2000/All episodes

**Sub Total** \$ \_\_\_\_\_

**Online Advertising**

- Static Side       Dynamic Side       Static Home
- Monthly (\$110/\$70/\$60)       Weekly (\$30/\$20/\$18)
- Months \_\_\_\_\_       Weeks \_\_\_\_\_

**Total Base Cost** \$ \_\_\_\_\_

# Total Weeks or Months \_\_\_\_\_

**Sub Total** \$ \_\_\_\_\_

**Design Adjustments**

- GF Basic Design (Included)
- GF Advanced Design (**Additional 10% charge**)
- Camera-ready Digital Image Provided (**DISCOUNT of 5%**)

**Adjustments** \_\_\_\_\_%

**Billing Options**

- Paid in Full (**DISCOUNT OF 5%**)       Bill After Each Issue

**Adjustments** \_\_\_\_\_%

**Loyalty Rewards Program**

- 1 Year Loyalty (**DISCOUNT OF 5%**)
- 2+ Year Loyalty (**DISCOUNT OF 10%**)

**Adjustments** \_\_\_\_\_%

**Sub Total Costs**      **Adjustments**

\$ \_\_\_\_\_      \$ + \_\_\_\_\_

**Total Ad Cost**

\$ \_\_\_\_\_

- Paid in Full
- Cash     Check     Credit Card (on back)
- Eligible for Online Voucher (\$100+)

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2

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**Renewal Rewards Discounts**

This plan gives businesses who have advertised in the Golden Fleece last year will receive an additional **5% discount** on their overall bill. Businesses who have advertised for two or more years will receive an additional **10% discount** on their overall bill.

**Online Special Incentive**

All advertisers who spend \$400 or more (total costs after discounts) will receive exclusive **free advertisements on the all-new GF Online** website after it is launched in the fall. Spots will be rotated according to the number of advertisers who qualify. Online advertising launch date subject to change.

**Credit Card Payments**

We are proud to accept credit card payments for your ad. Please fill out the following information and we will process your card with our bookkeeper and then you will receive a confirmation receipt.

Type of Card: \_\_\_\_\_ Name on Card: \_\_\_\_\_ Card #: \_\_\_\_\_  
(America Express not accepted)  
Expiration Date: \_\_\_\_\_ V-Code: \_\_\_\_\_ Amount: \$ \_\_\_\_\_  
Street #: \_\_\_\_\_ Zip Code: \_\_\_\_\_

SIGNATURE OF BUYER: \_\_\_\_\_

PLEASE PRINT NAME: \_\_\_\_\_

POSITION IN COMPANY: \_\_\_\_\_

STUDENT REPRESENTATIVE: \_\_\_\_\_

Signature indicates that buyer agrees to the terms and conditions of this contract.

**THANK YOU FOR YOUR SUPPORT**

– Member–

NC Scholastic Press Association, Journalism Education Association, and the International Quill & Scroll



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Monthly Rate \$100	Monthly Rate \$70

<b>Static Main</b> (620x90)	
Weekly Rate \$18	Monthly Rate \$60

**Online Special Packaging**

All advertisers who spend \$100 or more (total costs after discounts) in print or broadcast advertising will qualify for exclusive **online vouchers** that can be used like cash. See an ad representative for more information.

**Monthly Schedule**

Advertisers signing up for monthly coverage will receive their ad during the months specified in the contract. Months run from the 1st day to the last day in the month. Ad design can change weekly provided design is provided by advertiser. Weeks start on Monday and end on Sunday.

**September - Special: Homecoming Week**

\*\* Sign up through the Weekly Schedule  
September 24- September 30

**October - Oct 1 - Oct 31**

Oct 31 - Halloween

**November - Nov 1 - Nov 30**

Nov 6 - Presidential Election  
Nov 12 - Veteran's Day  
Nov 20 - Last day before short break  
Nov 22 - Thanksgiving

**December - Dec 1 - Dec 31**

Dec 21 - Last day before break  
Dec 25 - Christmas

**January - Jan 1 - Jan 31**

Jan 2 - First day back from break  
Jan 21 - MLK, Jr. Day

**February - Feb 1 - Feb 28**

Feb 14 Valentine's Day

**March - Mar 1 - Mar 31**

Mar 22 - Last day before Spring Break  
Mar 31 - Easter

**April - Apr 1 - Apr 30**

Apr 1 - April Fool's  
Apr 2 - First day back from Spring Break

**May - May 1 - May 31**

May 24\* - Senior Day (possible)  
May 27 - Memorial Day

**June - Special: Graduation/End of School**

\*\* Sign up through Weekly Schedule  
June 8 - Graduation (tentative date)

**See Reverse Side for Weekly Schedule**

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**Weekly Schedule**

Advertisers signing up for weekly coverage will receive their ad during the days of Monday through Sunday during the week specified in the contract. Ad design can change weekly provided design is provided by advertiser.

**Special: Homecoming Week**

- Week 1: September 24- September 30
- Week 2: October 1 - October 7
- Week 3: October 8 - October 14
- Week 4: October 15 - October 21
- Week 5: October 22 - October 28
- Week 6: October 29 - November 4
- Week 7: November 5 - November 11
- Week 8: November 12 - November 18
- Week 9: November 19 - November 25
- Week 10: November 26 - December 2
- Week 11: December 3 - December 9
- Week 12: December 10 - December 16
- Week 13: December 17 - December 23
- Week 14: December 24 - December 30
- Week 15: December 31 - January 6
- Week 16: January 7 - January 13
- Week 17: January 14 - January 20
- Week 18: January 20 - January 27
- Week 19: January 28 - February 3
- Week 20: February 4 - February 10
- Week 21: February 11 - February 17
- Week 22: February 18 - February 24
- Week 23: February 25 - March 3
- Week 24: March 4 - March 10
- Week 25: March 11 - March 17
- Week 26: March 18 - March 24
- Week 27: March 25 - March 31
- Week 28: April 1 - April 7
- Week 29: April 8 - April 14
- Week 30: April 15 - April 21
- Week 31: April 22 - April 28
- Week 32: April 29 - May 5
- Week 33: May 6 - May 12
- Week 34: May 13 - May 19
- Week 35: May 19 - May 26
- Week 36: May 27 - June 2
- Special: Graduation Week**
- Week 37: June 3 - June 9

**See Reverse Side for Monthly Schedule**