

# SCHOOL NEWSPAPER PAID ADS AND SHOUT-OUTS

## The Sierra Elementary Newspaper - Paid Ads and Shout-Outs

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Advertise your business or send a shout-out to a student in The Sierra Elementary Newspaper. Each month the newspaper will include up to 15 paid ads and 10 shout-outs. If you are interested, **submit this form with payment to the Sierra Elementary PTC by the 18th of the month.** Funds are used to cover the printing costs (profit is donated to the PTC). Thanks for your support!

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Name

Phone Number

Email Address

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**Paid Ads**

**Ad Content (2.45 inches x 1.5 inches)**

1 ad in 1 edition: \$15

1 ad in \_\_\_\_ (2+) editions:  
\$\_\_\_\_ (\$13 each)

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**Student Shout-Out**

**Shout-Out Text (65 characters max)**

\$5 - 1 student shout-out

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## FAQs

### How many people will read the newspaper?

Sierra Elementary has about 550 students and 30+ staff and teachers. Households span Rocklin, Roseville, Granite Bay, Loomis and surrounding areas. Everyone at the school will have access to a print copy or a soft copy (PDF).

### What if I want a graphic image or logo in my paid ad?

The best way to control the graphics, fonts, and layout of your ad is to send us an Adobe Illustrator file with all fonts outlined (sharknewspaper@gmail.com). We can also scan your ad or business card if you don't have the original files. We'll do our best to make it look great in the 2.45x1.5 inch space.

### What is a 'shout-out'?

A shout-out is a fun way to send a public text message to a Sierra Elementary student (or teacher/staff member). Examples: "Happy 8th birthday, Meredith!" or "Congratulations on your new position on student council, Chris!"

### What is the deadline?

Submit your form and payment to the office by the 18th of each month to be included in the next month's edition. If we run out of space we'll let you know and you will have the option to be first in line for the next edition.