



Anthro - Ink - KPLY - Chomp - Via Verde - Veritas - Paly Voice - Proof

ADVERTISING CONTRACT 2025-2026

ABOUT THE INCUBATOR

The Incubator (which includes Anthro, Ink, KPLY, Chomp, Veritas, ViaVerde, and The Paly Voice) is a space for student journalists to develop and grow a diverse range of publications that express the opinions and voice of students in Palo Alto High School's scholastic journalism program.

SERVICES

This contract constitutes an agreement between the client named herein and the Incubator at Palo Alto High School. The Incubator agrees to provide advertising according to the specifications of this contract.

The client agrees to provide either a print-ready advertisement or the art and copy necessary to create an advertisement. The staff of the Incubator is capable of designing an ad for your company to use in your specified choice(s), should you need.

Ads designed by the Incubator staff become the property of the Incubator and may not be used in media other than the Incubator without proper licensing fees.

The deadline for receiving advertisements is two weeks prior to the magazine's publication date, unless further notice is given. Cancellation of advertisements will not be accepted after the two week deadline. The magazine will publish during the month(s) specified under 'issues'.

If problems arise in regards to the ad size, copy, or quality, the advertiser will be notified unless the staff has no control over the problem(s). Occasionally, there can be problems that arise with the printer.

We reserve the right to reject, edit, or cancel any advertisement at any time. If a business pays for the advertising in advance of the publication's creation and the staff decides to cancel the advertisement, money will be refunded for remaining ads. Advertising shall be free of statements, illustrations, or implications that are offensive to good taste or public decency based upon the opinion of the staff. Adver-

tising shall offer merchandise or service on its merits and refrain from attacking competitors unfairly or disparaging their products, services, or methods of doing business. The staff may run political advertisements.

The staff will not accept advertisements for products or groups that are deemed racist, sexist, illegal for high school students or violate the standard journalistic principles (libel, obscenity, invasion of privacy, contributing to the disruption of the orderly operation of the school).

Ads which the staff accepts are not an endorsement from the staff, advisor, administration, or PAUSD board of education.

Please fill out the needed information under 'Advertiser Information' and email the completed contract to the Incubator at PalyJournalismIncubator@gmail.com. Please keep a copy for your records. An invoice will be mailed to the email address provided under 'Advertiser Information'.

PAYMENT TERMS

Payment is due upon completion of the contract. For transactions, ParentSquare can be used via www.parentsquare.com/feeds/55286104 (Scan QR code) Please select payment for "132100 Magazine Incubator". Or make checks payable to "Palo Alto High School," put "Incubator" in the notes section, and send a copy to:

Journalism Incubator
C/O Paul Kandell
Palo Alto High School
50 Embarcadero Road
Palo Alto, CA 94301



A copy of the print magazine(s) will be sent to the advertiser along with a receipt of the payment.

QUESTIONS?

Email PalyJournalismIncubator@gmail.com.

PRINT PUBLICATION DATES- CIRCLE ALL DATES

Anthro dates of publication 2024-25:

Issue 1 - Oct 2025

Issue 2 - Nov 2025

Issue 3 - March 2026

Issue 4 - May 2026

Chomp dates of publication 2024-25:

Issue 1 - Nov 2025

Issue 2 - April 2026

Ink dates of publication 2024-25:

Issue 1 - Nov 2025

Issue 2 - April 2026

Veritas dates of publication 2024-25:

Issue 1 - Nov 2025

Issue 2 - April 2026

Via Verde dates of publication 2024-25:

Issue 1 - Nov 2025

Issue 2 - April 2026

SUBMISSION DETAILS

Any staff-provided photographs, artwork, type-setting and design are included in the price of the advertisement. All ads will be created and assembled through Adobe Creative Suite. Advertisers may provide a print-ready copy of an advertisement, or the student representative can create one to your given specifications. Every staff member has been trained to use Adobe software and will work to create an ad that will effectively reach our readers.

PRINT AD DIMENSIONS- CIRCLE AN OPTION

	Anthro	Ink/Via/Veritas/Chomp
1/4 Page	3.75 x 5.25 in.	4.25 x 5.5 in.
1/2 Page	8.25 x 5.25 in.	8.5 x 5.5 in.
Full Page	8.25 x 10.5 in.	8.5 x 11 in.
Back Cover	8.25 x 6.75 in.	8.5 x 11 in.

DIGITAL AD DIMENSIONS- CIRCLE AN OPTION

	Anthro online	Voice
Online	1422 x 904 px.	475 x 475 px.

INDIVIDUAL AD RATES- CIRCLE AN OPTION

	Anthro	Ink/Via/Veritas/Chomp ³	KPLY \$15 ²	Voice
Audio				
Online	\$120 ¹	\$50 ¹		\$160
1/4 Page	\$175	\$150		
1/2 Page	\$300	\$250		
Full Page	\$500	\$350		
Inside Cover	\$575	\$400		
Back Cover	\$575	\$400		

¹Online ads are on "story" page for a month and appear on a sidebar on the specified website.

²Audio ads are 30 second long per insertion and will be recorded directly into the podcast.

³Ink, ViaVerde, Veritas, and Chomp are separate publications. Price listed is for one insertion in one publication.

BUNDLED AD PACKAGES (BULK DISCOUNT)

The full (print and audio/digital) bundle includes all individual Incubator ad offerings for \$600; the print bundle includes a quarter-page ad in all five print publications for \$400 but does not include audio or digital ads. Print bundle ads are 1/4 page, but may be doubled or quadrupled for 1/2 or full page ads.

FULL BUNDLE — \$600

(1/4 page in 5 magazines)
(inc. audio + online ads)

✓	Anthro Print	✓
✓	Chomp Print	✓
✓	Ink Print	✓
✓	ViaVerde Print	✓
✓	Veritas Print	✓
✓	Anthro Online	
✓	Paly Voice Online	
✓	KPLY Radio [Audio]	

PRINT BUNDLE — \$400

(1/4 page in 5 magazines)

DISCOUNTS

If subscriptions for a full year are bought, a 15% discount will be applied to the price of the ad.

If an advertisement is bought by a non-profit organization (an organization created for a goal other than generating profit for itself or its members), a 10% discount will be applied to the price of the ad.

ADVERTISER INFORMATION

Business Name:

Name of purchaser:

Address:

City/State Zip Code:

Phone:

Email:

Purchased Option(s):

Total Payment (Including Discounts):

Student Representative(s):

Authorized Signature:

Date:

To place an advertisement, fill out the fields above and email or mail a copy of this form to PalyJournalismIncubator@gmail.com. Please keep a copy for your records.