

# Denebola

The Official School Newspaper

Newton South High School—140 Brandeis Road — Newton, Massachusetts 02459

Telephone: 617.615.6747 — [www.denebolaonline.net](http://www.denebolaonline.net) — Email: [denebola@denebolaonline.net](mailto:denebola@denebolaonline.net)

Dan Kats and Jason Yoffe, Editors-in-Chief

Helen Holmes, Managing Editor

Rutul Patel, Managing News Editor

## Advertiser's Information Packet

### Volume 51

*Denebola* is the award-winning, official newspaper of Newton South High School. Produced entirely by students, our newspaper serves as an important source of information and a forum for discussion. We publish nine months of the school year, with a 68-page Graduation Issue, and **mail the paper directly to every Newton South parent**, as well as distribute it throughout the school. *Denebola's* website publishes each issue and hosts special online projects—such as the Commonwealth-wide eight-school Patrick/Murray Inauguration collaboration featured in *The Boston Globe*.

## Why *Denebola*?

- Mailed home to over 1800 homes
- Distributed to the entire student body
- First-place Winner in the 2010 New England Scholastic Press Association (NESPA) journalism contest
- Winner of the 2010 Massachusetts Press Association's *Award for General Excellence*
- First Runner Up for the 2010 Suffolk University award for Excellence in News Writing
- First Runner Up for the 2010 Suffolk University award for Excellence in Sports Writing



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## Size Chart and Rates

Sizes listed as width by height

3.5 x 1.75 inches

### Business Card

B&W \$55

Color \$70

box is to scale

### Website Ads

\$50 per month

Rate without printed ad. Contact our Business Manager for discount at [www.denebolaonline.net/ad](http://www.denebolaonline.net/ad).

## Larger Ads

### Quarter Page (6" by 10")

B&W \$110.00—Color \$130

### Half Page (11.5" by 10")

B&W \$170.00—Color \$200

### Full Page (11.5" x 21")

B&W \$235.00—Color \$285

### Back Page (11.5" x 21")

Contact a Business Manager for information.  
The Back Page is only available in color.

**We will design  
your ad for free!**

**4 x 5**  
Inches

B&W \$85  
Color \$98

box is to scale

## 3 Issue Rates

**Business Card:** B&W \$145 - Color \$195

**4 x 5 inches:** B&W \$235.00 - Color \$285

**Quarter Page:** B&W \$300.00—Color \$370

**Half Page:** B&W \$485.00 - Color \$560

**Full Page:** B&W \$665.00 - Color \$835

**Back Page:** Contact a Business Manager

**Website:** \$10 with 3 month ad

Please make checks payable to "Denebola/NSHS"

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## Customer Copy

Keep this for your records

Date: \_\_\_\_\_

Size	Color	Num. of Issues	Price
Business Card			
4" x 5"			
Quarter page			
Half page			
Full page			
Back page			
		<b>Web ad</b>	
		<b>Total</b>	

Check months of publication:

September: \_\_\_\_\_

October: \_\_\_\_\_

November (Thanksgiving): \_\_\_\_\_

December (Christmas): \_\_\_\_\_

February: \_\_\_\_\_

March: \_\_\_\_\_

April (Semi-Formal): \_\_\_\_\_

May (Prom): \_\_\_\_\_

June (Graduation): \_\_\_\_\_

### Payment options: Prepaid by Check / Bill Later

Please make check payable to "Denebola/NSHS," and send to Denebola, c/o Newton South High School, 140 Brandeis Road, Newton, MA 02459.

Contact Person: \_\_\_\_\_

You can also email us at [denebola@denebolaonline.net](mailto:denebola@denebolaonline.net) or contact the office at (617)-615-6747.

Best times to call:

Monday, Wednesday, and Thursday / 3:45pm

Tuesday and Friday / 2:15 pm

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## Advertising Contract

*Denebola Copy*

Date: \_\_\_\_\_

Name of Business: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Special Instructions and Notes:

Size	Color	Num. of Issues	Price
Business Card			
4" x 5"			
Quarter page			
Half page			
Full page			
Back page			
		<b>Web ad</b>	
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June (Graduation): \_\_\_\_\_

**Payment options: Prepaid by Check / Bill Later**

Please make checks payable to "*Denebola/NSHS*"

**Ad is being designed by Denebola: Yes / No**

Purchased by: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Denebola Member: \_\_\_\_\_