



THE MESSENGER

The Mustang Messenger

(270) 538-4300 ext. 5613
mustang.messenger@mccracken.kyschools.us
MustangMessenger.org

August 9, 2017

Dear Business Owner:

The Mustang Messenger is the official newspaper of McCracken County High School. While journalism has been growing strong at MCHS, this newspaper is the very first print publication in Mustang history. The goal of our newspaper is to give McCracken County High School students a voice and an outlet to publicize their work in a professional manner. Our hope is to put newspapers in the hands of all 2,500 plus students at MCHS, as well as all McCracken County Public School employees.

We hope that you will consider running an advertisement in our school newspaper. The publication will be offered free of charge to over 2,500 people in the McCracken County Community. We hope to increase that number as our publication continues to grow. We will also place your advertisement on our website with a clickable link to your business. You can view our site at MustangMessenger.org.

Please look over the enclosed information containing advertisement rates and a copy of our advertising contract. If you agree with the terms of the contract and would like to advertise with our newspaper, please fill out and sign the contract. You may return the contract to us via mail, at the address listed above, or send a scanned copy of the contract to holly.jones@mccracken.kyschools.us.

We believe that by advertising with the Mustang Messenger you will be making a sound business decision and helping to grow a strong literacy culture within McCracken County High School. You are showing young people that they have a voice and that their voice matters; for that we are forever grateful.

Thank you for your time and thank you for believing in what we do at the Mustang Messenger.

Sincerely,
Holly Jones
Mustang Messenger Faculty Advisor

McCracken County High School
Attn: Holly Jones - 6530 New Hwy. 60 West - Paducah, KY 42001

Advertisement Information

The Mustang Messenger is a tabloid size (11 x 14) student-produced publication that is distributed every month, free of charge to patrons. We currently print 2,500 copies that are distributed to MCHS high school student and district faculty. We hope to grow that number as the year progresses.

Advertising Rates (Negotiable, Packages Available)

Ad Size	1 Edition	2-3 Editions*	4+ Editions*
Full Page (Inside) (9.5" x 9.625")	\$200	\$185	\$175
Full Page (Back) (9.5" x 9.625")	\$250	\$240	\$225
Half Page (9.5" x 5")	\$100	\$90	\$80
Quarter Page (4.75" x 5")	\$75	\$65	\$60
Business Card (3.5" x 2")	\$40	\$30	\$25
Online Only	\$50	\$40	\$30

There is a \$5 (per edition) discount for any advertisement that includes a coupon for Mustang readers.

All print publications include an online ad on MustangMessenger.org. For an additional \$20 fee, you can add social media posts to your package.

These prices are for print-ready artwork or images as .pdf or .jpg files that are emailed to us. We will gladly design an ad that fits your needs for a flat (one time) fee of \$25.00 All advertising materials, including the advertising agreement, payment, and artwork/design instructions are due at least one week prior to publication. We must receive your Advertising Agreement & payment in full before your ad can run.

Please make checks payable to: McCracken County High School
Memo: Mustang Messenger

All advertising funds are used to pay for printing or production supplies/training. Donations are welcome. We will either mail or hand deliver a copy of the issue containing your advertisement within one week of publication.

Disclaimer: We reserve the right to refuse advertising artwork that does not meet the U.N.I.T.E.D standards of McCracken County High School.

