



MAC 10 MAGAZINE

**DEADLINE:
FEB. 2,
2025**

ADVERTISING & SPONSORSHIP

ABOUT MAC 10 Magazine

MAC 10 Magazine celebrates 10 years of student journalism at Palo Alto High School's Media Arts Center, highlighting the stories and community built by our students, advisers, and alumni. This special edition will be printed as a high-quality magazine and distributed by mail to 2,000 Paly alumni, families, and students, sharing our journey with those who have been a part of it. An additional 200 copies of a special glossy edition of MAC 10 magazine will be distributed at the MAC's Feb. 26 gala anniversary celebration.

ADVERTISING RATES

- 1/4 page \$150
- 1/2 page \$250
- Full page \$450

AD SPECIFICATIONS

- 1/4 page: 21 picas [3.50 in] x 28 picas [4.67 in]
- 1/2 page: 43 picas [7.17 in] x 28 picas [4.67 in]
- Full page: 43 picas [7.17 in] x 57 picas [9.50 in]

PAYMENT

Payment is due upon completion of the contract. You have two options for payment:

1. Checks should be made out to Palo Alto High School, with "MAC 10 Magazine" marked in the memo mailed to Paly Media Arts Center, 50 Embarcadero Rd, Palo Alto, 94301.

2. You can also pay the MAC Boosters via PayPal by scanning the QR code here or click the link <http://paly.net/donate>:



A digital copy of MAC 10 Magazine will be sent to the advertiser along with a receipt of payment.

The deadline for placing advertisements is two weeks before the magazine's publication date, unless other special arrangements are made.

Cancellation of advertisements will not be accepted after this deadline.

WANT TO BE A SPONSOR?

- If you are interested in supporting our magazine, any amount is appreciated, please make a check out to "Palo Alto High School" and include 'MAC 10 Magazine' in the memo.
- You can also use PayPal using the QR Code above
- Mailing Address: Paly Media Arts Center, 50 Embarcadero Rd, Palo Alto, 94301

For more information about sponsoring or advertising, please contact business manager Kaitlyn Gonzalez-Arceo at businessmac10anniversary@gmail.com

ADVERTISER INFORMATION & SERVICES

Business Name:

Address:

City/State/Zip:

Phone:

Email:

Total payment (including discounts):

Authorized Signature:

Date:

Student Representative(s):

TERMS

This contract constitutes an agreement between the client named herein and the student magazine MAC 10 at Palo Alto High School, 50 Embarcadero Road, Palo Alto, CA 94301.

MAC 10 magazine agrees to provide advertising according to the specifications of this contract. The client agrees to either provide a print-ready advertisement or the art and copy necessary for MAC 10 staff to create an advertisement. Ads designed by MAC 10 staff are the property of MAC 10 magazine and may not be used in other media without proper licensing fees.

If any problems arise with ad size, copy or quality before an issue is sent to print, the advertiser will be notified. Occasionally there are problems with the printers, which is out of MAC 10 control. We reserve the right to reject, edit, or cancel any advertisement. If a payment has been made and the staff decides to cancel the advertising, the client will be refunded for the 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 editors. Advertising 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. MAC 10 will not accept advertisements for products or groups that are racist, sexist, illegal for high school students, or violate standard journalistic principles (re: libel, obscenity, invasion of privacy, contributing to the disruption of the orderly operation of the school). Accepting an ad is not an endorsement from the staff, adviser, administration