

# PATRIOT

**Contact Us:**

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Put your message where Patriot students, friends, and family are most likely to see it.

## WEBSITE ADVERTISING PAYS OFF

**Businesses find that their advertising dollars are best spent when they put their message where teens, their family members and friends are most likely to see it ~ on the internet.**

We go out of our way to give not only students. but parents, faculty, staff members and friends of students a reason to visit our site regularly. Because of this and the interactive nature of the internet, website advertisements may very well be more effective for our advertisers than those published in the yearbook, but there are only 12 total ad spaces (or 4 banner ads) placed at any one time on the entire site. Since the site is not cluttered with ads, those who advertise here will stand out.

We use a tiered pricing schedule to help you find the best fit for you (see table on next page).

The "Welcome" page, of course, gets the greatest exposure and is the best value as everyone visiting the site opens this page.

The second most visited page is the "Photos/Videos" page. This feature is what drives most of the traffic to this site. This page is frequented primarily by students and their family and friends.

The "Advertising" and "Buy a Yearbook" pages are also visited by many students, but we find that these pages also draw the interest of the adult members of our audience.

We invite you to take advantage of the opportunities presented by advertising on our website. Studies show that our primary audience, teens, has a greater percentage of disposable income than do most other demographic groups. Get your message in front of this audience by advertising on a site that they visit on a regular basis.



**Internet Revolution**

Today, teens spend more time on the internet than they do watching television or reading magazines.

PAGE	TIME	BLOCK	BANNER
WELCOME	1 month	50	125
	3 months	125	350
	6 months	235	650
	12 months	450	1200
Photos/ Videos	1 month	40	100
	3 months	100	275
	6 months	175	500
	12 months	325	950
Buy Book or Advertise	1 month	25	60
	3 months	65	170
	6 months	125	325
	12 months	225	600

## Order Form

Name: \_\_\_\_\_

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

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

City, State and Zip: \_\_\_\_\_

Ad Type (check one):  Block  Banner

Ad Location (check one):  Welcome Page

Photos/Videos Page  Advertising Page

Buy a Yearbook Page

Run Time (check one):  1 month  3 months

6 months  12 months  Other: \_\_\_\_\_

Do you want the ad to link to your site:  No  Yes

Specific address to link to:

\_\_\_\_\_ I do not have a site, please create a page for me to link to and ho(add \$50 to create and host the webpage)

\_\_\_\_\_ Ad Materials provided separately

\_\_\_\_\_ Ad Content written below:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



Teens have more disposable income than most demographic groups.