

# ORACLE

the mountain view high school  
student-run publication

## ABOUT ORACLE

The Oracle is the Mountain View High School student-run newspaper. We deliver engaging and informative content to the Los Altos and Mountain View communities.

## WHO READS THE ORACLE?

The Oracle is distributed 6 times throughout the school year to MVHS' student body of roughly 2500 students and staff. 300+ households subscribe to Oracle by mail. Copies of the Oracle are also distributed in local shops and libraries.

## BENEFITS OF ADVERTISING

Advertising in the Oracle is a win-win both for our publication and your business. Funds from advertising allow the Oracle to provide free copies of our paper to many of our readers, enabling us to reach more community members with our content, and your ads. By advertising with the Oracle, you are not only supporting a dedicated group of aspiring journalists, but also a large portion of the student body who enjoy our content. Placing an ad in our paper or on our website is a way for your business to effectively reach a large group of teens and parents in our local Los Altos-Mountain View area.

Type	Size	Cost per cycle
1 column	2 in. x 2 in.	\$38
Business card	4 in. x 2.25 in.	\$42
2 columns	4 in. x 4 in.	\$50
3 columns	6 in. x 4 in.	\$70
Quarter page	10 in. x 5 in.	\$90
Online ad	Sidebar	\$15

## ADVERTISING ONLINE

Advertising online is a great way for businesses to reach our 5,000+ monthly visitors with your ads. Our website reaches local consumers aged 13-24, a target group for many businesses. We offer sidebar advertisements for \$90 for the entire academic year. In this time your ad will be seen by an estimated 25,000+ visitors. For more information on alternative web options such as popup ads or sponsored content contact the business team.

## DEADLINES FOR AD RESERVATIONS

Cycle dates for the 2021-2022 year are detailed below. Reserving before the deadline does not ensure we will have space for your ad so we suggest reserving as early as possible. (Dates are subject to minor changes.)

**8.25 9.27 11.3 1.12 3.9 4.20**

## CONTACT US

Business Manager Email:  
derind@mvhsoracle.com  
Phone: 650-336-3305

Business Manager Email:  
ellap@mvhsoracle.com  
Phone: 650-226-6090

## AD DESIGN

For just \$65, one of our student designers will design a high quality advertisement based on your specifications. Contact the business team for further details.

## AD SPECIFICATIONS

Check the preferred size

1/4 Page \_\_\_\_\_

3 Columns \_\_\_\_\_

2 Columns \_\_\_\_\_

Business Card \_\_\_\_\_

1 Column \_\_\_\_\_

Online Sidebar (1 Cycle) \_\_\_\_\_

Online Sidebar (1 Year) \_\_\_\_\_

## ISSUES

Circle the cycles in which the ad is to run.

September

October

December

February

April

May (Grad Issue)

## PAYMENT

Payment is due within two weeks after the ad reservation deadlines (see prior page for dates). If you have purchased multiple ads, you may follow a payment plan, paying for each individual ad after the deadline. Checks should be made out to MVHS Oracle. Send payment to 3535 Truman Ave. Mountain View, CA 94040 or you may contact one of our business managers and have them pick it up from you directly.

## Total Cost of Advertising

(Number of times ad will be printed x price per publication - discount)

\_\_\_\_\_ x \_\_\_\_\_ - \_\_\_\_\_ = \_\_\_\_\_

A copy of the contract must be received by the Oracle, or you must specify the information to one of our business managers.

## ORACLE AD DISCOUNTS

At least 1 print + at least 1 web ad

=-\$20

At least 1 print + web ad whole year

=-\$60 (included on contract(\$120))

Print ad whole year(-\$20) + web ad whole year(-\$60 \*with any print\*)

=-\$80

Print ad whole year=-\$20

## CONTRACT TERMS

This contract constitutes an agreement between the client named herein and the Oracle to publish an advertisement according to the specifications of the undersigned person(s)/company. The Oracle will publish the ad to the best of its ability, subject to payment of the Total Cost of Advertising. All advertisements are constrained to the space available in excess of that needed for articles. Ads will not be accepted after the Reservation Date cutoff, except through special arrangement with the business staff. Ads designed by Oracle Staff become the property of the Oracle and may not be used in media other than the Oracle without proper licensing fees. A copy of the contract must be mailed to 3535 Truman Ave. Mountain View, CA 94040.

## ADVERTISER INFO

Business Name

\_\_\_\_\_

Business Street Address

\_\_\_\_\_

City/State/Zip

\_\_\_\_\_

Phone

\_\_\_\_\_

Email

\_\_\_\_\_

Authorized Signature

\_\_\_\_\_