

THE **grotto**

O U R L A D Y O F L O U R D E S A C A D E M Y

Below is the rate schedule for *The Grotto*, the student newspaper of Our Lady of Lourdes Academy. We are currently working on our first of six issues, which will be distributed in, September, October, December, February, March and May, respectively. I am pleased to inform you we currently have media space available in all of these issues, and would love to do business with you this year.

Our ad rates (and sizes) for the 2015-2016 production of *The Grotto* are as follows:

- Full Page (10" x 12.5")\$125
- Half Page (10" x 6.25") or (12.5" x 5").....\$75
- Quarter Page (5" x 6.25")\$50
- Sixth Page (3.3" x 6.25")\$25

The following are several facts about our publication, which may aid you in making your purchase decision:

- Our primary target market is comprised of 14-18 year-old females with many discretionary dollars.
- Our publication is in digital format and allows for click through to your homepage
- Our secondary target market is comprised of faculty members, staff, parents, neighboring communities and alums.
- Circulation: 1,500
- All ads are full color
- All ads receive double-exposure via the publication's website.

If you are interested in purchasing an ad for the September issue, which will be distributed at the end of the month, please contact me at via e-mail at asilberman16@bobcats.olla.org for an ad contract. The full payment is due with the contract to secure media space. Contract, payment and graphics/copy for the September Issue are due no later than September 16, 2015. We can create the graphics for the ad if necessary.

If you have any questions, please do not hesitate to let me know.

Thank you for your interest.

Regards,

Ashley Silberman
Business Manager, *The Grotto*