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# High School National Ad Network



**Your application will not be considered until we receive the following (please send them together):**

- **This COMPLETED, SIGNED form (signed by the newspaper adviser)**
- **One paper copy of the most recent issue of your school newspaper**

**NEWSPAPER ADVISER'S FIRST AND LAST NAME:**  Mr.  Ms. \_\_\_\_\_

Adviser's school e-mail address: \_\_\_\_\_

Adviser's home e-mail address : \_\_\_\_\_

Newspaper's e-mail address : \_\_\_\_\_

We send login information via e-mail only. If we don't have a **legible**, valid e-mail address, we can't accept your school. We ask for multiple addresses to overcome spam-filters at the school level. **DO NOT give us an address that students access.** Please do not duplicate e-mail addresses.

**NAME OF SCHOOL:** \_\_\_\_\_

School mailing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

School telephone: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ School fax: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

**NAME OF SCHOOL NEWSPAPER:** \_\_\_\_\_

How many times during the school year does your paper publish? \_\_\_\_ (e.g. 4, NOT "twice a semester")

What size is closest to the newspaper's format? (measure only the front page, in inches, W x L)

Broadsheet, 12.5 x 22.75  Berliner, 11.5 x 17  Short Berliner, 11.5 x 13  Letter, 8.5 x 11

How many copies of each issue are printed? \_\_\_\_\_

**LOCATION/POPULATION OF YOUR SCHOOL:**

Urban/Big city  Urban/Medium city  Urban/Small city  Suburban  Small town  Rural

Type of institution:  Public  Religious  Independent

Number of boys: \_\_\_\_\_ Number of girls: \_\_\_\_\_ Number of faculty, administrators and staff: \_\_\_\_\_

**Use percentages, not numbers for the following:**

Percentage of African-American students: \_\_\_\_\_% Percentage of Native American students: \_\_\_\_\_%  
Percentage of Latino/Hispanic students: \_\_\_\_\_% Percentage of Asian American students: \_\_\_\_\_%

Name of company that prints your newspaper: \_\_\_\_\_

Mailing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

## BASIC TERMS OF SERVICE

- There is no fee to join.
- The school newspaper must publish on a regular basis.
- Two sets of tearsheets of each ad must be mailed to HSNAN by the deadline specified (generally 14 days after the close of the ad). We will review and bundle tearsheets from schools and then send them to the advertiser(s) for payment. We cannot wait for stragglers. The invoice is sent to the advertiser on the 14<sup>th</sup> day.
- The school paper will not be paid for ads that reproduce poorly, are not legible, run before or after the specified time or are rejected by the advertiser.
- Payment to school newspapers for ads that run successfully will be mailed 60 days after the end of the run period. (So if the publishing window is Jan. 1 to Feb. 15, school payment would be sent by April 15).
- You will be asked to send a copy of the newspaper annually.
- Money generated by the High School National Ad Network must be earmarked for the school newspaper and not used for any other club, organization or other purpose.
- The school newspaper must be printed in a standard size that can accept advertising.
- The decision of whether or not to run an ad is entirely up to you and the student staff.
- We will not solicit or accept ads for alcohol or tobacco products or R-rated movies.

**Entity to which payments are made out to:** \_\_\_\_\_

Note: This must be a school account, preferably one used only by the student newspaper.

The American Society of Newspaper Editors is a non-profit professional organization whose members are the editors of daily newspapers. The goal of the HSNAN is to help high school newspapers become more financially solvent and to teach journalistically sound advertising models that can be adapted locally.

**School newspapers accepted into the High School National Ad Network will be provided with a network password, user guide, toll-free hotline and a copy of "The Advertising Survival Kit" by Larry Lain.**

Questions? Send an e-mail to [adnet@asne.org](mailto:adnet@asne.org)

You agree to the above conditions by signing this form.

**NEWSPAPER ADVISER'S SIGNATURE:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

**Please send this completed application, a rate card and the two most recent editions of your school newspaper to:**

High School National Ad Network  
ASNE Foundation  
11690B Sunrise Valley Drive  
Reston VA 20191-1409