

# THE HOOFBEAT

THE OFFICIAL NEWS SOURCE OF WILLIAM B. MURRAH HIGH SCHOOL IN JACKSON, MS

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1400 Murrah Drive

Jackson, MS 39202

Phone (601)960-5380

To Murrah High School supporters:

As a successful businessperson or leader of an organization , you are most likely aware that national advertisers like to target teens because they not only have money of their own to spend but also influence other purchases in their families.

By placing advertising in *The Hoofbeat*, the school paper at Murrah High School, you'll be reaching this age group through a medium that is published expressly by and for students.

In addition to getting your message directly to this desirable audience, you'll help to support a worthwhile educational endeavor that not only reports news the student body needs and wants, but also trains staff members in the practices and standards of good journalism.

Because a school paper goes out in the community and is read by students' families, your support of the school through advertising will also create good will toward your business and your company name.

Our rates are extremely reasonable, and we are ready to publish your prepared copy, or our advertising staff will design an ad especially to suit your message. Enclosed is an advertising rate charge, giving you a sample of the sizes and prices we have available.

Please consider the advantages of advertising in our school paper and the valuable contribution you'll make by helping support the student press. One of our salespeople will call on you soon to answer any questions you may have.

We hope we can welcome you as one of our advertisers.

Sincerely

Lynne Schneider  
Adviser, The Hoofbeat

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## AD Size and Rate Chart

1/4 Page  
4-7/8" wide  
7-1/2" deep

1/16 Page  
4-7/8" X 1-3/4"

1/8 Page  
3-1/2" deep  
4-7/8" wide

Full Page  
15-14": deep  
10" wide

1/2 Page  
7-1/2" deep  
10" wide

50% scaled size of actual ad sizes. Actual newspaper size is 11X17 inches, including borders.

### Advertising Rates

**1/16 page — \$20**

**1/8 page — \$35**

**1/4 page — \$60**

**1/2 page — \$120**

**Full page — \$200**

**20% Discount for placing an ad in three or more 2015-16 editions.**

We'll print your camera-ready ad copy or our advertising staff will design your ad and especially target it to the student market.

Advertising in The Hoofbeat is good for the school, good for the community, and good for your business!

Our paper gets your message directly to students, faculty, and their families.

