

Round Table Media
Middletown High School's Student News Organization
200 Schoolhouse Drive, Middletown, MD 21769
Phone: 240-236-7481; Fax: 240-236-7450
E-mail : noah.kady@fcps.org

Dear advertiser:

As the new school year gets under way, the journalism students at Middletown High School are soliciting businesses to advertise on the student news website and/or on the student morning broadcasts. We hope that you will take this opportunity to increase your business's visibility in the community and, at the same time, support our efforts to produce quality news for some or all of these media outlets.

The student news website, mhsroundtable.com is updated several times a week, offering coverage of school community news free of charge to students, faculty, parents, residents of the Middletown community, and anyone else who cares to access our site. Our site is attracting several hundred unique visitors per week and your ad will be displayed prominently on the home page in rotation with other advertisers.

In addition, we are actively promoting our website with the latest innovations in social media, including a Facebook business page and Twitter feeds. Our goal is to not only provide access to MHS students but to alumni, parents and the feeder school community, as well.

The student morning announcements are broadcast daily, featuring videos produced by Round Table Media staff and members of the MHS community. Ads will be sold on a per semester basis and will be shown regularly on the morning announcements.

The last 14 years have been kind to our news staff. For 12 of those years (including the last 11 in which the award was given), our publication was awarded the title of top student newspaper in Frederick County. Many of our former staff members have gone on to have rewarding journalism careers and it is our goal to help today's journalism students achieve the same success.

Again, we appreciate your business's contribution. Round Table Media receives no money from the school system and must rely on the support of the community in order to ensure its continued success and maintain its award-winning standards. Thank you for being a big part of this.

Sincerely,

Noah C. Kady
Journalism adviser

Round Table Media

Middletown High School's Student News Organization
200 Schoolhouse Drive, Middletown, MD 21769
Phone: 240-236-7481; Fax: 240-236-7450
E-mail : noah.kady@fcps.org

Advertising Options

Ads for all media platforms may be supplied by the business or Round Table Media will work with the business in designing the ad.

Media Type: Online

Ads for next year will be available in three locations and sizes. All of the ads will be featured in an automated rotation with other ads of the same size for one semester. All options include the ability to link to the business's website simply by clicking on the ad.

Option 1

Location: Banner ad at the top of website
Size: 300 pixels wide by 60 pixels tall
Cost: \$100 per semester

Option 1A

Location: Banner ad at the top of website
Size: 300 pixels wide by 60 pixels tall
Cost: \$150 for a full year (including summer)

Option 2

Location: Mid-sized ad on right side of the page
Size: 300 pixels wide by 250 pixels tall
Cost: \$60 per semester

Option 2A

Location: Mid-sized ad on right side of the page
Size: 300 pixels wide by 250 pixels tall
Cost: \$100 for a full year (including summer)

Option 3

Location: Business card ad on right side of the page
Size: Business card
Cost: \$35 per semester

Option 3A

Location: Business card ad on right side of the page
Size: Business card
Cost: \$50 for a full year (including summer)

Media Type: Broadcast

Ads for next year will be available in one time length and one time frame in the daily morning announcements broadcast. The ad will include a visual (photo/video footage and a voiceover). Ads will be featured in a rotation with other sponsors of the morning announcements and news.

Option 1

Time length: 10 seconds

Cost: \$100 per semester

Option 1A

Time length: 10 seconds

Cost: \$150 for a full year

Round Table Media
Mhsroundtable.com

Middletown High School's Student News Organization
200 Schoolhouse Drive, Middletown, MD 21769
Phone: 240-236-7481; Fax: 240-236-7450
E-mail : noah.kady@fcps.org

Advertising Contract

Name of business: _____

Contact person at business: _____

Position: _____

Mailing address: _____

Phone number: _____ e-mail address: _____

Media Type _____

Option number _____ Total Cost _____

Payment is due at the time the ad contract is signed
Please make checks out to Middletown High School

Signature: _____ Date: _____

Student ad representative: _____

**PLEASE ATTACH BUSINESS CARD, DESIGN ELEMENTS FOR AD,
OR COMPLETED AD**

THE SPACE BELOW CAN BE USED TO SKETCH THE AD