



# The Oak Leaf

A Santa Rosa Junior College student operated news publication.

## Oak Leaf Advertising Contract

**Send payment to:**  
SRJC Oak Leaf  
Attn: Debbie Weatherly  
1501 Mendocino Avenue  
Santa Rosa, CA 95401  
**Phone (707) 978-6229**  
**Email artwork to:**  
[Oakleaf-ads@santarosa.edu](mailto:Oakleaf-ads@santarosa.edu)

Start date: \_\_\_\_\_

### Advertiser Information

Company Name: \_\_\_\_\_

Contact Person : \_\_\_\_\_

Billing Name (if Different): \_\_\_\_\_

BillingAddress: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

### Advertisement Campaign

The undersigned agrees to purchase advertising in the SRJC OAK LEAF as follows:

**A. Website:** Leaderboard: **\$500** x # of mths \_\_\_\_\_ = \$ \_\_\_\_\_

Banner Ad: **\$350** x # of mths \_\_\_\_\_ = \$ \_\_\_\_\_

**B. Social media:** FB/Insta/Tw **\$50** x # post per wk \_\_\_\_\_ = \$ \_\_\_\_\_



**FINAL ADVERTISING COST:**

Total A + B	= \$ _____
Final Total:	= \$ _____
<b>BALANCE DUE: \$ _____</b>	

**Terms and Conditions**

***PAYMENT***

The Oak Leaf, and the Santa Rosa Junior College Accounting department, only accept cash or check payment. Payments are due at time of ad submission. Submit payment, art work and ad criteria five days before ad start date.

***DEADLINES***

Advertisers must submit artwork five days prior to the start date. All artwork is subject to approval by the ad manager and the Oak Leaf. The Oak Leaf charges a \$100 'creative fee' per incident for ad photos, copy or text not submitted for campaigns. We are happy to collaborate with you.

**Artwork Submission:**  
oakleaf-ads@santarosa.edu

**Ad submission should include the following:**

- 1) Company name and description of the ad.
- 2) All digital files in a jpg format.
- 3) Campaign date schedule.
- 4) Print size and dimensions specific.
- 5) Website Leaderboard 728x90 pixels.
- 6) Website Block 300x250 pixels.
- 7) Advertisers must submit text/copy/verbiage.
- 8) Submit all artwork for social media posts.

Artwork must be submitted in appropriate format required for each media outlet.

***CANCELLATIONS***

Cancellation requires a seven-day notice for full refund. Four-day cancellation notice for half-price refund. Cancellations after four days will result in full charges plus 15% of full retail value for production incurred.

***The undersigned agrees to the above terms and all stated rates.***

Advertiser Signature

\_\_\_\_\_ Date: \_\_\_\_\_