

What Is *The Talon*?

The Talon is the official student news publication for **Sheboygan Falls High School**. As of October 2015, *The Talon* is published online only at ***sfhstalor.com***. *The Talon* is an extra-curricular publication. Funding for *The Talon* comes through advertising sales, and the student staff appreciates your support for scholastic journalism.

Students on staff learn many real world skills including

- questioning and interviewing
- writing and revising
- time management
- journalism ethics
- teamwork

About Ads

- Ads in *The Talon* are placed in rotating sidebar or footer locations.
- Your ad will rotate with other ads in that location. Your ad will compete with no more than five ads in the rotation.
- Ads display on all pages of the site and are actively clickable on all pages.
- Ads are optimized via the site for viewing on mobile devices.
- Viewers can click your ad to take them to your site or preferred location (when url is provided).
- *The Talon* can provide viewer analytics upon request, including how many viewers clicked your ad.

All ads must meet size and resolution specifications listed below

Option 1: Sidebar Widget, 300 x 250 pixels, 72 pixels per inch, jpg document

Option 2: Footer main, 728 x 90 pixels, 72 pixels per inch, jpg document

Option 3: Footer small, 205 x 90 pixels, 72 pixels per inch, jpg document

Submitting your digital ad

Submit .jpg documents as email attachments to talon@sheboyganfalls.k12.wi.us

The Talon Advertisement Contract

Business Name: _____

Contact Person: _____

Billing Address: _____

Business Phone: _____

Business E-Mail: _____

Ad placement options and prices (*highlight or circle your choice below*):

Ad Option	1 month	2 months	3 months	6 months (Dec 1-May 30)	School year (2016-17)
Option 1	\$30	\$55	\$80	\$165	\$250
Option 2	\$25	\$45	\$65	\$135	\$205
Option 3	\$20	\$35	\$50	\$105	\$160

Ad placement begin/end dates: _____

Destination URL: _____

Tracking Data Options: (useful only with provided url)

- Yes, please share tracking data when my ad has finished its run.
- No thank you. Tracking data is not necessary.

Please return or mail the Contract WITH payment included

Sheboygan Falls High School
Attn: The Talon, Dawn Hogue
220 Amherst Avenue
Sheboygan Falls, WI 53085

Amount Enclosed: _____

Make checks payable to *The Talon Sheboygan Falls High School*

Authorized Signature: _____

Date: _____

Thank You!!