



# The Alanceador

Palmetto Middle School • 7351 SW 128 St. • Miami, FL 33156  
Tel (305) 238-3911, ext. 2226 • Fax (305) 233-4849

**N**ow is the perfect time to reserve a spot in this year's copy of Palmetto Middle School's yearbook – *The Alanceador*.

*The Alanceador* is a long standing tradition in our school, and each year we strive to deliver the best possible yearbook. Our circulation covers a diverse population, reaching a variety of families that read each issue repeatedly throughout the year and will continue reading through it in the years to come!

We are very excited to offer a full color yearbook that all families can afford. We do this by offsetting the additional costs of color printing with the support we get from advertisement space. Local businesses, organizations, and members of the community can support our school with as little as \$50!

Your advertisement will show the families in the area that you support our school. This is a unique opportunity to create an awareness of your business that will be seen for years, as students and family members go back to their yearbook to reminisce. Because this type of awareness builds long-time loyalty, it is one of the strongest marketing devices available. But this isn't the only benefit - here are a few others:

- **Increased exposure** – A yearbook ad is a great way to get your company's name out. Students and their families look over their yearbooks repeatedly over the years, so your ad will be seen repeatedly!
- **Targeted Audience** – The demographic which produces the highest sales for many industries is children age 9-15 and their parents. With our diverse population, you will be targeting a variety of people that fall under this demographic.
- **Value** – The yearbook ad is a great value. Price information for various types of ads is enclosed. Compare these to a one week ad in the newspaper, a radio spot, or TV commercial. What a bargain!

We are certain you will find the perfect way to advertise your business while helping us create another great yearbook!

**Please use the form below to order your yearbook ad today.**

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

Address: \_\_\_\_\_

Ph: \_\_\_\_\_ Email: \_\_\_\_\_

**Ad Sizes  
& Prices**

Full Page..... \$300

Quarter Page..... \$100

Half Page..... \$150

Eighth Page..... \$50 (business card)

**ALL ADS  
ARE IN  
FULL COLOR!**

YES, a high-resolution print ready advertisement will be provided.

NO, I will email the information for the ad including any of the following: Text • Logos • Photos • Artwork  
Please email information to [pmyearbook1@gmail.com](mailto:pmyearbook1@gmail.com)

Please make checks payable to: Palmetto Middle School

CLIENT CALLED \_\_\_\_\_  AD EMAILED \_\_\_\_\_  AD APPROVED \_\_\_\_\_



A diagram of a half page advertisement. It consists of a large rectangle with a double-line border. A vertical double-headed arrow spans the height of the rectangle. The text 'Half Page' is centered in the rectangle.

Half Page

\$150

7.75 x 5.25



A diagram of a quarter page advertisement. It is a vertical rectangle with a dashed border. A vertical dashed double-headed arrow spans the height. The text 'Quarter Page' is on the left side.

Quarter Page

\$100

3.875 x 5.25



A diagram of a full page advertisement. It is a horizontal rectangle with a solid border. A horizontal solid arrow points to the right. The text 'Full Page' is on the right side.

Full Page

\$300

7.75 x 10.5



A diagram of an eighth page advertisement. It is a small vertical rectangle with a dotted border. A vertical dotted double-headed arrow spans the height. The text 'Eighth Page' is on the left side.

Eighth Page

\$50

3.875 x 2.625