

# Applause

School of the Arts

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*Applause*, the student-published newspaper of the School of the Arts, is seeking your support. The monthly full-color publication has a distinguished readership throughout Charleston County and has been widely praised by the community since the first issue was published in December 1999. Several former *Applause* staff members are now enjoying successful careers in journalism. *Applause* has a circulation of 2,000 and will publish ten issues during the school year. In addition to the student body, *Applause* will reach the homes of SOA parents and numerous businesses and libraries in the community. The 10th issue, which includes 64 full-color pages, will commemorate the Class of 2022 and have a circulation of 3,000, **and is free if you purchase a full year of ads.** Your ad will also appear in the digital copy of *Applause* which will be posted and indexed at our website, soa-applause.com. You will notice our advertising rates are highly affordable, and they have not changed in twenty-one years. Facing escalating ink costs and expensive software licensing fees, *Applause* greatly appreciates your support. Your donation will also contribute to the annual Rose Maree Myers Scholarship Fund and will help *Applause* continue to bring first-rate musical and literary events to SOA.

## Advertising Rates

	1/8 page (2.5 x5)	1/4 page (5 x 5)	1/2 page (5x10)	Full page (10x10)
1 issue	\$25	\$40	\$60	\$100
2 issues	\$50	\$80	\$120	\$200
3 issues	\$75	\$120	\$180	\$300
4 issues	\$100	\$160	\$240	\$400
5 issues	\$125	\$200	\$300	\$500
6 issues	\$150	\$240	\$360	\$600
7 issues	\$175	\$280	\$420	\$700
8 issues	\$200	\$320	\$480	\$800
9 issues	\$225	\$360	\$540	\$900
10 issues	\$225	\$360	\$540	\$900

Please pay online at soa-applause.com (click "Patrons and Advertisers") or you may make checks payable to "SOA Applause" and mail them to the above address. There is a place on the check-out page for you to note the *Applause* staff member who should get credit for obtaining the patron or ad if applicable.

*Please e-mail the ad as a JPEG file to the e-mail address at the top of the page. You may also send us a hard copy.  
Or, if you send us the necessary information, we will gladly design your ad for you.*

Name of Business: \_\_\_\_\_

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

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Size of Ad    1/8            1/4            1/2            FULL

Issue(s) (Please Circle): ALL    Sept    Oct    Nov    Dec    Jan    Feb    Mar    Apr    May    June

Special Instructions: