

COPPELL HIGH SCHOOL
185 W. PARKWAY BVD
COPPELL, TX 75019

THE SIDEKICK RATE CARD

2023-2024

ADVERTISING RATES PER ISSUE

Ad Size	Dimensions	B/W Rate	Color Rate
1/8	4.75" x 4"	\$75	\$125
1/4	4.75" x 8"	\$125	\$200
1/2	9.5" x 8"	\$200	\$350
Full Page	9.5" x 16"	\$350	\$475

SOCIAL MEDIA ADVERTISING \$25 FLAT RATE

Includes 5 X posts, 1 Instagram post, and 2 Facebook posts

ADVERTISING DEADLINES FOR EACH ISSUE

Issue 1	Issue 2	Issue 3	Issue 4	Issue 5	Issue 6
Sept. 20	Oct. 25	Dec. 6	Jan. 31	March 20	May 1

ADDITIONAL INFORMATION

We offer a 15% discount for any client who purchases advertising in all six issues.
Inserts are \$125 per issue.
Online GSM banner ads are \$25 per week.

SUKIRTHA MUTHIAH

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ABOUT US

The Sidekick is an award-winning newspaper based in Coppell, TX at Coppell High School. The newspaper is printed six times a year and the website, coppellstudentmedia.com, is updated daily. The Sidekick and Coppell Student Media are resources for news around Coppell High School, Coppell ISD, and the Coppell community.