

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

# THE SIDEKICK RATE CARD

2024-2025

## ADVERTISING RATES PER ISSUE

Ad Size	Dimensions	B/W Rate	Color Rate
1/8	4.75" x 4.125"	\$75	\$125
1/4	4.75" x 8.25"	\$125	\$200
1/2	9.5" x 8.25"	\$200	\$350
Full Page	9.5" x 16.5"	\$350	\$475

## SOCIAL MEDIA ADVERTISING \$40 FLAT RATE

Includes 6 X posts, 1 Instagram post, and 3 Facebook posts

## ADVERTISING DEADLINES FOR EACH ISSUE

Issue 1	Issue 2	Issue 3	Issue 4	Issue 5	Issue 6
Sept. 18	Oct. 23	Dec. 4	Jan. 29	March 12	April 30

## ADDITIONAL INFORMATION

We offer a 15% discount for any client who purchases advertising in all six issues.

Color ads are sold out for all issues.

Inserts are \$125 per issue.

Online CSM banner ads are \$125 per month (one week of social media included)

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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.