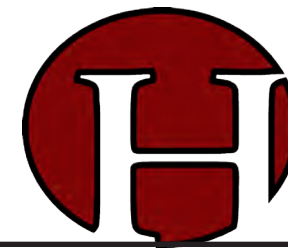
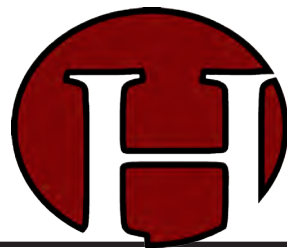


Distinctly Hawkeye



Hawkeye Media Kit

What sets the HAWKEYE apart from the thousands of other high school newspapers around the nation? It's simple. Our staff settles for nothing less than our absolute best. Take a look...

2013-2014
JEA/NSPA Fall National Convention · Several individual award winners.
WJEA State Convention · Award of Excellence for Newsmagazine · Best of Show for Emerging Technologies · Several individual award winners.

JEA/NSPA Spring National Convention · Best of Show: Newspaper Tabloid 5th place · Best of Show: Website 5th place · First Amendment Press Freedom Award · Several individual award winners.

2012-2013
JEA/NSPA Fall National Convention · Best of Show: Newspaper 5th place. Several individual award winners.
WJEA State Convention · Several individual award winners.

JEA/NSPA Spring National Convention · National Online Pacemaker Award. Best of Show: Website 6th place. Several individual award winners.

2011-2012
JEA/NSPA Spring National Convention · Best of Show: Newspaper 3rd place. Website 8th place. Several individual award winners.

2010-2011
JEA/NSPA Fall National Convention · Best of Show: Newspaper 3rd place. Website 5th place.
WJEA State Conference · Several student award winners.
JEA/NSPA Spring National Convention · Several individual award winners.

2009-2010
JEA/NSPA Spring National Convention · Best of Show: Newspaper 5th place. Several individual award winners.
WJEA State Conference · Host school, several student award winners.

2008-2009
JEA/NSPA Spring National Convention · Best of Show: Newspaper 7th place. Several individual award winners.
WJEA State Conference · Several student award winners. Newspaper earned a special recognition award.

2007-2008
JEA/NSPA Spring National Convention · Best of Show: Newspaper 10th place. Several individual award winners.
WJEA State Conference · Several student award winners.

2006-2007
JEA/NSPA Spring National Convention · Several individual award winners.
JEA/NSPA/Quill&Scroll/SCSPA · First Amendment Free Press Award

Society of Professional Journalists · Honorable Mention
WJEA State Conference · Several individual student award winners.
American Scholastic Press Association · 1st Place

2005-2006
JEA/NSPA Spring National Convention · Best of Show: Newspaper 1st place. Several individual award winners.
JEA/NSPA/Quill&Scroll/SCSPA · First Amendment Free Press Award
Society of Professional Journalists · 3rd Place
WJEA State Conference · Adviser Vincent DeMiero was named the Washington state Adviser of the Year. Several student award winners.

2004-2005
JEA/NSPA Spring National Convention · Best of Show: Newspaper 2nd place. Several individual award winners.

2003-2004
JEA/NSPA Fall National Convention · Best of Show: Newspaper 8th place
JEA/NSPA Spring National Convention · Best of Show: Newspaper 7th place. Several individual award winners.
WJEA State Conference · Best of Show: Newspaper 1st in State.
Quill & Scroll · Two staff members were named National Winners.

2002-2003
JEA/NSPA Spring National Convention · Several individual award winners; Hawkeye Adviser Vincent DeMiero was named an NSPA "Pioneer"
JEA/NSPA Fall National Convention · National "Pacemaker" Award Winner
WJEA State Conference · Several individual award winners

2001-2002
JEA/NSPA Spring National Convention · Several individual award winners
JEA/NSPA Fall National Convention · Best of Show: Newspaper · 2nd place; Best of Show: Newsmagazines · 10th place
WJEA State Conference · Host school; several individual award winners

2000-2001
JEA/NSPA Spring National Convention · Best of Show · Tenth place; Specialty Papers · 4th place
JEA/NSPA Fall National Convention · Best of Show · 5th place; Specialty Papers · 6th place
WJEA State Conference · Best of Show · 2nd Runner-Up
Freedom Forum First Amendment Schools Award Winner
Seattle Times Urban Newspaper Workshop delegate, Jeff Mar

1999-2000
WJEA State Conference · Best of Show · 2nd Runner-Up
JEA/NSPA Spring National Convention · Best of Show: Specialty Papers · 10th place
"Pacemaker" Award Finalist
American Scholastic Press Association · Spring 2000 · 1st Place
The Seattle Times All Star High School Journalism Staff · Kathryn Douma and Xuan Che

1998-1999
JEA/NSPA Fall National Convention · "Pacemaker" Award Finalist
WJEA State Conference · WJEA Journalist of the Year, Adam Jude
JEA/NSPA Spring National Convention · Best of Show · 3rd place; Recognition for significant contribution to high school journalism, Hawkeye FANS

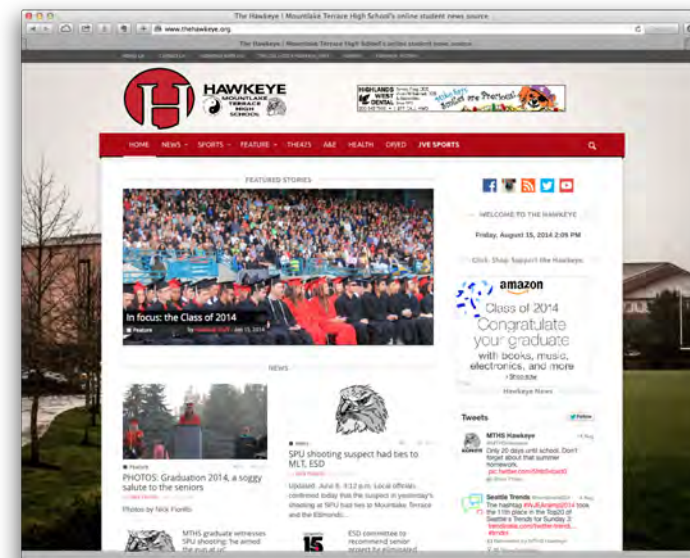
1997-1998
JEA/NSPA Fall National Convention · "Best of Show" 1st place
JEA/NSPA Spring National Convention · "Best of Show" 2nd place
Washington Press Association · Second runner-up
Society of Professional Journalists · 3rd Place in the "Excellence in Journalism" Competition

1996-1997
JEA/NSPA "Best of the Net" · Honorable Mention
National Newspaper Association "Photo News-Feature" Sweepstakes winner Eric Nusser
NSPA "Multicultural Journalism Award" winner
JEA/NSPA Spring National Convention · Best of Show · 6th place
JEA/NSPA Fall National Convention · Best of Show · 1st place
"Pacemaker" Award Finalist

1995-1996
JEA/NSPA Fall Convention · November 1995 · Best of Show, 2nd place · "Pacemaker" Award Finalist
NSPA/Associated Collegiate Press/Student Press Law Center Scholastic Press Freedom Award · Former Editor in Chief Stacey Burns
Dow Jones Newspaper Fund National High School Journalism Teacher of the Year · Adviser Vincent DeMiero was named one of four Distinguished Advisers in the nation
WJEA State Conference · March 1996 · Best of Show, 1st place
JEA/NSPA Spring Convention · April 1996 · Best of Show, 3rd place
JEA Student Impact Award · Former Editor in Chief Stacey Burns and the 1994-95 Editorial Board
Washington Press Association · May 1996 · 1st place "General Excellence"
Society of Professional Journalists · May 1996 · 1st place "Excellence in Journalism"

JOIN OUR TEAM THIS SCHOOL YEAR!

Since 1960, the HAWKEYE has been produced by the most creative, innovative and dedicated students in our community. This year's staff builds upon that tradition. *This is your opportunity to join us and reach thousands of loyal readers.*



Join us as we continue our tradition of success

For six decades, the HAWKEYE has been a national trendsetter and leader among student media organizations. Not only does the HAWKEYE serve its audience through a traditional newspaper, but it also features an active website and numerous social media platforms.

In addition to the organization's top rankings, many individual staff members have won national awards and have gone on to work for major national publications and various media outlets.

Part of what makes the HAWKEYE such a success is its focus on serving our community. In addition to being the publication of record for the MTHS community, the HAWKEYE also produces the annual Jam Session, hosts a Father/Daughter Ball, participates in a major food drive, and continues to mentor other school publications.

We look forward to working with you.

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An Active Audience

Marketing to teens has become an important business strategy, with more companies jumping on the teen bandwagon every day.

~ American Consumers Newsletter

Do the math

Teenagers account for an average of **\$243** in spending per week. That's an astounding **\$12,615** a year that the average teenager is pumping into the economy.

~ from eMarketer.com, marketingvox and Rand Youth Poll

So, when you multiply \$12,615 by 1,350 [the number of student readers per issue] you get an astounding **\$17 million** that Mountlake Terrace High School teens spend each year. When your company establishes a solid partnership with the HAWKEYE, together we can work to channel those funds into your business.

Advertising works

"Since I've started advertising with the HAWKEYE, which was about seven months ago, my customer base has tripled!"

~ owner of a local driving school

"Spending on and by teenagers will reach \$328 billion in 2013, up from \$189.7 billion in 2006, according to "The Teens Market in the US" report.

"Teen spending will grow annually to \$210 billion in 2013. Family spending on teens during the same period will grow to \$118 billion in 2013."

~ eMarketer.com

"Teens really love to shop."

~Marketplace.com

Reach thousands more online

The HAWKEYE's award-winning website is visited by thousands of people and we have the analytics to back it up. In addition, we have a strong presence on Facebook, Twitter, YouTube and Instagram, and have a partnership with Amazon.com. In April 2013, our website was named a National Pacemaker winner by the National Scholastic Press Association – the top award for online student journalism.

The good news? We're only going to get better.



The 2014-2015 Production Schedule

Issue No.	Ad Deadline	Distribution Date	Advertising Focus/Other Info
1	8/26/14	9/3/14	Back to school issue, how to be a successful student, fall sports
2	10/7/14	10/14/2014	Homecoming special feature
Jam Session	11/18/14	11/25/14	A unique opportunity! See us for more information.
3	12/2/14	12/9/14	Holiday special edition, winter sports preview
4	2/3/15	2/10/15	Valentine's Day love edition, end of 1st semester
F/D Dance	2/7/15	2/14/15	A very special sponsorship opportunity for a Father/Daughter Dance
5	3/10/15	3/17/15	Spring sports preview, spring break
6	4/24/15	5/1/15	Senior Prom, hard news exposé
7	6/2/15	6/9/15	Class of 2015 Graduation Edition, summer break preview
WEB	Varies	Continuous	Breaking news, live sports broadcasts, Twitter feeds, continuous updates

A Lasting Partnership



You have an incredible opportunity and the HAWKEYE staff wants to help you take advantage of it. You are more than just a business partner – you are now part of the HAWKEYE team.

Have we got a package deal for you!

Good!

You get:

- **HAWKEYE:** Seven 1/4 page b&w ads (or the equivalent value)
- **Online:** One section tile ad that runs for three months (or the equivalent value)
- **Jam Session:** Silver Sponsor

A value of: \$1125

For only: \$955

That's 15% off!

Great!

You get:

- **HAWKEYE:** Seven 1/4 page b&w ads (or the equivalent)
- **Online:** One home page tile ad that runs for six months (or the equivalent)
- **Jam Session:** Gold Sponsor

A value of: \$1675

For only: \$1340

That's 20% off!

Incredible!

You get:

- **HAWKEYE:** One full back page color ad, one 1/2 page standard b&w ad, and five 1/4 page ads (or the equivalent)
- **Online:** A home tile ad for four months (or the equivalent)
- **Jam Session:** Platinum Sponsor

A value of: \$2000

For only: \$1500

That's 25% off!

Or, you can create your own custom ad plan...

Print Edition

- 1/8-page standard\$75
- 1/8-page back \$100
- 1/8-page standard color.... \$175
- 1/8-page back color..... \$200
- 1/4-page standard \$125
- 1/4-page back \$155
- 1/4-page standard color.... \$225
- 1/4-page back color..... \$255
- 1/2-page standard \$175
- 1/2-page back \$215
- 1/2-page standard color.... \$275
- 1/2-page back color..... \$315
- Full-page standard \$300
- Full-page back \$375
- Full-page standard color.... \$425
- Full-page back color \$500
- 1350 Inserts. \$350

You provide your ad via email or camera-ready art. Or, we can make it for you for a nominal fee of \$35.
You provide the inserts and we'll stuff them. Or, we make the insert, copy them and stuff them for an additional \$100 for black and white, or \$200 for color. Inserts may be no larger than the size of one page of the HAWKEYE.

Online Edition

- **Tile Ads:** Section page \$50/month, Section page \$450/year, Home page \$100/month, Home page \$900/year
- **Banner Ads:** Section page \$75/month, Section page \$675/year, Home page \$150/month*, Home page \$1350/year*

Online ads are exceedingly limited in number and offered on a first-come, first-served basis. Tile ads are 300x250px and run on the sides of the web page. Banner ads run prominently across the page. You provide your ad via email or camera-ready art. Or, you can have one of our designers make it for you for a nominal fee of \$35.

*There is just ONE banner ad on the home page!

SLSN/HAWK TV

How would you like to reach every MTHS student via closed circuit TV? Or how about the entire Mountlake Terrace community – and beyond? Working with our partners at MLTNews.com and the Hawk Broadcasting Network, we can offer special advertising packages that put your ad in print, on the web and on closed circuit TV. In its third year the **Sound Live Sports Network** features LIVE broadcasts of many Hawks (and other Edmonds School District) varsity sports. Call us for more details about this opportunity today!

JAM SESSION

- **Silver Sponsor** \$100
Your company's name is announced several times throughout the evening and you'll have signs posted in the Terraceum for all to see.
- **Gold Sponsor** \$200
All of the above, plus your company's name will be printed on our exclusive, collectible Jam Session T-shirts.
- **Platinum Sponsor** \$300
All of the above, plus your company's logo on the exclusive, collectible Jam Session T-shirts. And you'll have a Jam Session event/contest named after your company. Call us for details, and we'll work out something cool!

FATHER/DAUGHTER BALL

- **Sugar Sponsor** \$50
Your company's name is announced several times throughout the evening and you'll have signs posted in the venue for all to see.
- **Spice Sponsor** \$150
All of the above, plus a refreshment/dessert table is named in honor of your company.
- **Everything Nice Sponsor** \$300
All of the above, plus your company's name and logo go on all promotional materials, and you'll have a special dance and/or contest named after your company. Call us for details, and we'll work out something cool!