

# A Tradition of Excellence



## When you support us, you support tomorrow's journalists

When I signed up for journalism, I had no idea what I was getting myself into. I had no idea that I would have access to state-of-the-art technology, including professional cameras, digital recorders, the latest software, Mac computers and more.

I had no idea that I would be able to get real-world experience in several aspects of journalism, including writing, photography, business skills, and management and leadership skills.

I had no idea that my fellow student journalists would be so hard working, so helpful and so passionate about their commitment to excellence. I had no idea that I would realize the best decision I've ever made was my decision to join the Hawks Student Media Program.

HSM – the Hawkeye and Tempo – continues to be a national leader among student journalism organizations. These student journalists need your help to make this year – and beyond – a success. Please consider supporting this well-respected, award-winning media organization.

Nick Fiorillo

Former Editor in Chief, Class of 2015

What sets Hawks Student Media apart from the thousands of other high school newspapers in the nation? It's simple. Our staff settles for nothing less than our absolute best. Here's a sample of our awards...

**2020-2021**  
**JEA/NSPA Fall National Convention** - several individual awards.  
**Free Spirit** - Co-Editor Ritika Khanal became the eleventh HSM staff member to be named Washington state representative to this highly prestigious national journalism conference.  
**JEA/NSPA Spring National Convention** - MTHS earns a First Amendment Press Freedom Award for the eighth straight year.

**JEA/NSPA Spring National Convention** - TheHawkeye.org named a National Pacemaker winner. First Amendment Press Freedom Award for the seventh straight year.  
**NSPA** - Nolan DeGarlais & Ciara Laney inducted into the NSPA Honor Roll.

Freedom Award for the sixth straight year. Co-Editor Annika Prom named a runner-up for the National Journalist of the Year.

**2019-2020**  
**JEA/NSPA Fall National Convention** - several individual award winners, including Editor Nolan DeGarlais and Alex Park.  
**WJEA** - Editor Nolan DeGarlais became the fifth HSM staff member to be named the State Journalist of the Year; both the newspaper and website earned another Emerald Award; 12 staff members earned awards at the state convention.

**2018-2019**  
**JEA/NSPA Fall National Convention** - several individual award winners. Co-Editor Ben Eymann and Data Editor Sam Johnson earn national story of the year honors.  
**WJEA** - Co-Editor Annika Prom became the fourth HSM staff member to be named the State Journalist of the Year.  
**JEA/NSPA Spring National Convention** - TheHawkeye.org named a National Pacemaker finalist. Several individual award winners in the national write-offs. First Amendment Press

**2017-2018**  
**JEA/NSPA Spring National Convention** - several individual award winners. First Amendment Press Freedom Award for the fifth straight year.

**2016-2017**  
**JEA/NSPA Spring National Convention** - Best of Show: 2nd place tabloids 20+ pages, 9 individual award winners. First Amendment Press Freedom Award for the fourth straight year  
**WJEA** - Editor Stephi Smith became the third HSM staff member to be named the State Journalist of the Year.

## Contact Us

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This draft 8/20/2021

# HAWKS STUDENT MEDIA

## JOIN OUR TEAM THIS SCHOOL YEAR!

Since 1960, the most creative, innovative, and dedicated students in our community have created the Terrace newspaper and yearbook. Join us as we further that tradition. **Advertising with us is an opportunity to reach thousands of loyal readers.**



### WEBSITE



### MAJOR EVENTS

### SOCIAL MEDIA

### YEARBOOK



For more than seven decades, the student media program at MTHS has been a national trendsetter and leader. Not only do our publications serve our audience through an innovative newspaper, our student journalists also produce the TEMPO yearbook, a multimedia website, podcasts and numerous social media platforms.

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

Part of what makes the student media programs at Mountlake Terrace High School such a success is our focus on serving the community. Our student journalists participate in community service projects, mentor other schools' publications, produce an annual kick-off to the winter sports season called Jam Session, attend state and national conventions, and much, much more.

With so much amazing media to offer, we have a wide variety of ways to deliver our readers to you – our advertisers and underwriters. We look forward to working with you this year.

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# Your Audience Awaits

## Let's 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] that translates to an astounding **\$17 million** that Mountlake Terrace High School teens potentially spend each year. When you establish a solid partnership with HSM, together we can work to direct those funds to your business.

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

~ American Consumers Newsletter

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

~ local driving school owner

## A Multi-Media Approach

**There are so many ways to reach our audience!** In addition to our renowned print periodical, we also manage an award-winning website – theHawkeye.org – that is visited by thousands of people. Elsewhere online, we have a strong presence on Facebook, Twitter, YouTube, SnapChat, Instagram, Issuu and SoundCloud. We also produce fantastic podcasts and have plans to add more. Our newest and perhaps biggest opportunity for you, however, is that we also produce the TEMPO yearbook. And as if that weren't enough, we also produce an exceptionally popular community event each year – JAM SESSION.

## The 2021-2022 Hawkeye Newspaper Production Schedule\*

Issue No.	Ad Deadline	Distribution Date	Advertising Focus/Other Info
WEB	Varies	Continuous	Breaking news, sports updates, social media, etc.
Podcasts	Open	Continuous	Currently one news and one sports podcast available.
Yearbook	3/25/22	Early June 2022	Be a part of the TEMPO legacy – an ad that lasts forever.
1	9/3/21	9/8/21	Back to school issue, changes to MTHS.
2	10/8/21	10/11/21	Fall sports, new staff, Homecoming.
3	11/12/21	11/15/21	Fall sports wrap-up, Jam Session, winter sports preview.
Jam Session	11/15/21	11/23/21	A unique opportunity! See us for more information.
4	12/10/21	12/13/21	Holiday issue, winter sports features, and more.
5	2/11/22	2/14/22	Valentine's Day, Winter Ball, end of 1st semester.
6	3/11/22	3/14/22	Winter sports wrap-up, spring sports preview.
7	4/15/22	4/20/22	JEA/NSPA Spring Convention, spring break, spring sports.
8	5/13/22	5/16/22	Spring sports wrap-up, spring musical, and more.
9	6/10/22	6/13/22	Summer preview, senior awards, athletic commitments, graduation, etc.

\* NOTE: This schedule is subject to change. We notify advertisers of any changes as soon as possible.

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# Rates & Package Deals

## HAWKEYE newspaper

Biz Card B&W	\$50	Biz Card Color	\$75
1/8 Page B&W	\$100	1/8 Page Color	\$200
1/4 Page B&W	\$150	1/4 Page Color	\$225
1/2 Page B&W	\$200	1/2 Page Color	\$250
Full Page B&W	\$300	Full Page Color	\$400

## TEMPO yearbook

FULL COLOR COMMERCIAL		SENIOR TRIBUTE ADS	
1/8 Page	\$75	1/8 Page	N/A
1/4 Page	\$150	1/4 Page	\$50
1/2 Page	\$225	1/2 Page	\$100
Full Page	\$300	Full Page	\$150

**FULL COLOR COMMERCIAL** ads are traditional display ads for businesses and underwriters to sponsor the yearbook.

**SENIOR TRIBUTE ADS** are available on a limited basis only to parents and family of graduating seniors as a way for them to honor their student.

## PODCASTS news, feature & sports

News, Feature & Sports	
Sponsor (2)	\$150
:30 Spot (4)	\$75
:15 Spot (4)	\$50

**SPONSORSHIPS** are limited to two per semester. Business name is associated with all shows & promos.  
**SPOTS** are limited to the number shown per semester per show. Time is in seconds. We will help you write, record and produce your commercials!

## THE HAWKEYE . ORG website

HOME PAGE		SECTION PAGE	
Banner (1/semester)	\$500	Banner (semester)	\$250
Banner (1/year)	\$900	Banner (year)	\$375
Tile (2/semester)	\$275	Tile (semester)	\$175
Tile (2/year)	\$400	Tile (year)	\$300

## JAM SESSION XXVII event

<b>Silver</b>	\$150	Your company's name is announced several times throughout the evening and you'll have signs posted in the Terraceum for all to see.
<b>Gold</b>	\$275	All of the above, plus your company's name will be printed on our exclusive, collectible Jam Session T-shirts.
<b>Platinum</b>	\$400	All of the above, plus your company's logo is included on the collectible Jam Session T-shirts. Plus a contest is named for your company. Call us and we'll work out something cool!

**WE WANT TO WORK WITH YOU TO MAKE THE BEST AD CAMPAIGN AS POSSIBLE!**

Below are just a few ways we can package a total ad campaign to ensure the best coverage for your and your business. There are so many options!

## SPECIAL PACKAGE DEALS

MEDIA	GOOD!	GREAT!	AMAZING!
HAWKEYE	1/4 Pg B&W x 6 issues	1/4 Pg Color x 2 & B&W x 4	FP Color x 1, 1/2 Pg Color x 1 & 1/4 Pg B&W x 4
TEMPO	1/4 Pg x 1 commercial	1/2 Pg x 1 commercial	FP x 1 commercial
Website	Sec. Tile x 1 semester	HP Tile x 2 semesters	HP Tile x 2 semesters
Podcasts	:30 x 1 & :15 x 1 1 semester	:30 x 1 & :15 x 1 2 semesters	Sponsor for 2 semesters!
JAM SESSION	Silver Sponsor	Gold Sponsor	Platinum Sponsor
<b>VALUE</b>	<b>\$1500</b>	<b>\$2350</b>	<b>\$2800</b>
<b>% SAVINGS</b>	<b>15%</b>	<b>18%</b>	<b>20%</b>
<b>FINAL COST</b>	<b>\$1275</b>	<b>\$1925</b>	<b>\$2240</b>

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