

# 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, website, literary magazine and yearbook. Join us as we further that tradition. **Advertising with us is an opportunity to reach thousands of loyal readers.**

### NEWSPAPER



### WEBSITE



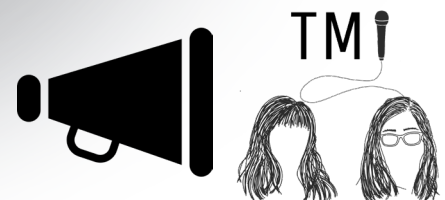
### MAJOR EVENTS



### SOCIAL MEDIA



### YEARBOOK



### PODCASTS

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, the Esoterics literary magazine, 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.



# 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 1,450 [the number of student readers per issue] that translates to an astounding **\$18.2 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 former 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, Instagram, Issuu and SoundCloud. We also produce fantastic podcasts and have plans to add more. Our newest and perhaps biggest opportunities for you, however, is that we also produce the TEMPO yearbook and Esoterics literary magazine. We also produce an exceptionally popular community event each year – JAM SESSION.

## The 2023-2024 HSM Production Schedule\*

Issue No.	Ad Deadline	Distribution Date	Advertising Focus/Other Info
WEB	Varies	Continuous	Breaking news, sports updates, social media, etc.
Literary Mag.	Dec & May	Continuous	Several full color ad sizes and underwriting is available.
Yearbook	End of February	Early June 2023	Be a part of the TEMPO legacy – an ad that lasts forever.
1	9/5/23	September	Back to school issue, changes to MTHS.
2	10/11/23	October	Fall sports, new staff, Homecoming.
Nat'l Conv.	n/a	11/2/23 to 11/5/23	JEA/NSPA Fall National Convention; support our journalists!
Jam Session	11/7/23	11/21/23	A unique opportunity! See us for more information.
3	12/6/23	December	Holiday issue, winter sports features, and more.
4	2/7/24	February	Valentine's Day, Winter Ball, start of 2nd semester.
5	3/6/24	March	Winter sports wrap-up, spring sports preview.
Nat'l Conv.	n/a	4/4/24 to 4/6/24	JEA/NSPA Spring National Convention; support our journalists!
6	5/8/24	May	Spring sports wrap-up, spring musical, and more.
7	6/5/24	June	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.

• [www.TheHawkeye.org](http://www.TheHawkeye.org) • [Ads@TheHawkeye.org](mailto:Ads@TheHawkeye.org) • phone: 425.431.5014 •

# 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	\$75
1/2 Page	\$225	1/2 Page	\$125
Full Page	\$300	Full Page	\$175

**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.

### WE'LL 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 & 1/4 Pg B&W x 4	FP Color x 1, 1/2 Pg Color x 1 & 1/4 Pg Color x 4
TEMPO	1/4 Pg x 1 commercial	1/2 Pg x 1 commercial	FP x 1 commercial
Website	Shared Sidebar x 1 semester	Footer Banner x 1 semester	Midstory x 1 year
Esoteris	1/4 Pg Ad Full Color	1/2 Pg Ad Full Color	Full Pg Ad Full Color
JAM SESSION	Silver Sponsor	Gold Sponsor	Platinum Sponsor
VALUE	\$1475	\$2050	\$3350
% SAVINGS	15%	17%	20%
FINAL COST	\$1250	\$1700	\$2680

## JAM SESSION XXVII event

Silver	\$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.
Gold	\$275	All of the above, plus your company's name will be printed on our exclusive, collectible Jam Session T-shirts.
Platinum	\$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!

## THE HAWKEYE . ORG website

300px w X 200px h Shared Color Sidebar	\$50/mo; \$150/sem; \$300/yr
250px w X 600px h Shared Color Sidebar	\$75/mo; \$225/sem; \$450/yr
900px w X 100px h Rotating Color Footer	\$100/mo; \$300/sem; \$600/yr
600px w X 150px h Rotating Color Midstory	\$125/mo; \$400/sem; \$750/yr
195px w X 153px h Exclusive Color Header	\$150/mo; \$450/sem; \$900/yr

## ESOTERIS literary arts magazine

### Display ads and underwriting is available

Business Card	\$50 (full color)
1/4 Page	\$125 (full color)
1/2 Page	\$150 (full color)
Full Page	\$200 (full color)

## SPONSOR/UNDERWRITER all of HSM

One of the most important ways our program is supported is through private donations. These funds are critically important to us as they help in so many ways – many of which are never seen publicly, but make a huge difference. Here's how you can become a member of our team and also be acknowledged in each of our publications (*annual donation amount*):

**Scarlet Level: \$1,000 or more.** Includes: Special acknowledgment on the website, in the yearbook, and in every issue of the paper; your choice of two items of Hawkeye® swag; a special shout-out at the annual JAM SESSION; a copy of the Tempo yearbook in a grad box; delivery of each issue of the paper via mail.

**Black Level: \$750 to \$999.** Includes: Special acknowledgment on the website, in the yearbook, and in every issue of the paper; your choice of one item of Hawkeye® swag; a special shout-out at the annual JAM SESSION.

**White Level: \$500 to \$749.** Includes: Special acknowledgment on the website, in the yearbook, and in every issue of the paper; your choice of one item of Hawkeye® swag.

**Gray Level: \$50 to \$499.** Includes: Special acknowledgment on the website, in the yearbook and in every issue of the paper.

If you'd like to join us, please fill out our Sponsor/Underwriter form online and we'll contact you about becoming part of our team!  
~ The HSM editors, staff and advisers





# A Tradition of Excellence

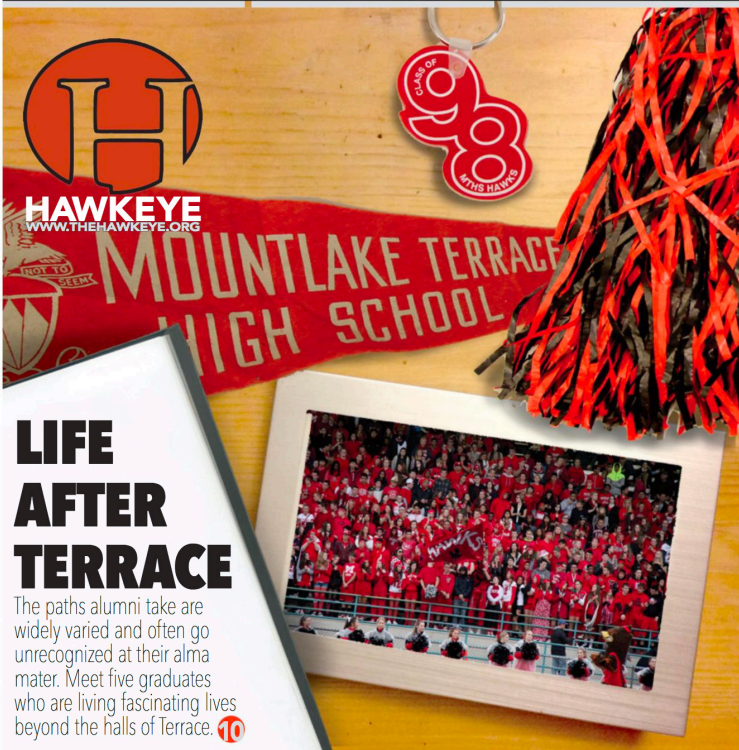
EDITORIAL: TIME TO ACT  
ON GUN VIOLENCE 4

CLASS SIZE INITIATIVE  
ON THE BALLOT 8

SPORTS INJURIES: THE  
ROAD TO RECOVERY 16

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MOUNTLAKE TERRACE HIGH SCHOOL | 21801 44TH AVE. W. MOUNTLAKE TERRACE WA 98043



## LIFE AFTER TERRACE

The paths alumni take are widely varied and often go unrecognized at their alma mater. Meet five graduates who are living fascinating lives beyond the halls of Terrace. 10

## 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...

### 2022-2023

**JEA/NSPA Spring National Convention** · MTHS earns a First Amendment Press Freedom Award for the tenth straight year. Newspaper earns 7th place in Best of Show. Numerous students earn individual awards.

**WJEA** · HSM hosts the annual state convention. Numerous students earn individual awards. Adviser Vince DeMiero named the Dorothy McPhillips Award recipient – WJEA's top honor.

### 2021-2022

**Co-Editor Ritika Khanal 2nd in the nation** for Best of Show: Editorial Leadership from JEA.

**JEA/NSPA Spring National Convention** · MTHS earns a First Amendment Press Freedom Award for the ninth straight year.

### 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.

### 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.

**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 named to NSPA Honor Roll.

### 2018-2019

**JEA/NSPA Fall National Convention** · several individual award winners. Co-Editor Ben Eyman 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 Freedom Award for the sixth straight year. Co-Editor Annika

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