

VALOR DICTUS - ROBINSON STUDENT MEDIA

Sponsors & Advertisers

Information Packet

- Support Students
- Reach the Robinson Community
- Print and Digital Advertising
- Social Media, Video and Audio
- Year-Round Recognition

Valor Dictus serves more than 4,000 people in the school community, including students, faculty and parents. Valor Dictus is a student-led program publishing news in print, online and using social media.

Valor-dictus.com | @valordictusnews

Sponsoring helps your marketing efforts, and supports a robust scholastic journalism program.

Sponsors have their marketing messages placed in front of students, faculty and families.

Contact Valor Dictus
faculty adviser Chris Moore

Become a Legacy Sponsor

- Ad in all magazines
- Digital banner ad for entire year
- Logo link on sponsor's page
- Mentions on Valor Dictus social media (@valordictusnews)
- Recognition in Robinson Update, our subscription email broadcast
- Certificate of appreciation signed by members of our staff

Legacy Levels:

\$850 - Full-page package

- Dimensions: Magazine - 9.5" tall x 7.25" wide. Digital - 728 x 90 pixels.

\$500 - Half-page package

- Dimensions: Magazine - 4.75" tall x 7.25" wide. Digital - 728 x 90 pixels.

\$250 - Quarter-page package

- Dimensions: Magazine - 4.75" tall x 3.5" wide. Digital - 728 x 90 pixels.

703-426-2302
ads.valordictus@gmail.com

Become a Millennium Sponsor

- Digital banner ad for entire year
- Logo link on sponsor's page
- Mentions on Valor Dictus social media (@valordictusnews)
- Recognition in Robinson Update, our subscription email broadcast
- Certificate of appreciation signed by members of our staff

Millennium Levels:

\$150 - Sidebar package

- Dimensions: Digital - 300 x 250 pixels.

\$75 - Footer package

- Dimensions: Digital - 728 x 90 pixels.

Valor Dictus publications offer access to more than 4,000 students, faculty and family members of the Robinson Secondary community.

Contact Valor Dictus
faculty adviser Chris Moore

703-426-2302
ads.valordictus@gmail.com

Robinson is one of the biggest public schools in Virginia, with more than 4,000 students.

Valor Dictus is widely read by the student body, as well as faculty and parents.

Contact Valor Dictus
faculty adviser Chris Moore

Become a Valor Dictus Podcast Sponsor

- Video or audio ad in all podcasts
- Recognition by hosts on air
- Digital banner ad for entire year
- Logo link on sponsor's page
- Mentions on Valor Dictus social media (@valordictusnews)
- Recognition in Robinson Update, our subscription email broadcast
- Certificate of appreciation signed by members of our staff

Valor Dictus Sponsor:

\$500 - Video or Audio

- Messages should be no longer than 30 seconds. Video messages must be in MP4 format. Audio messages must be in MP3 format.

703-426-2302
ads.valordictus@gmail.com

Advertising Contract

Name of business: _____

Name of contact: _____ Today's date: _____

Title of contact: _____

E-mail address of contact: _____

Phone number of contact: _____

Address of business: _____

Website URL of business: _____

Twitter, Snapchat, Instagram of business: _____

Advertising Option: (circle one or more)

Legacy package: Full \$850 Half \$500 Quarter \$250

Millennium package: Sidebar \$150 Footer \$75

Podcast package: Video or Audio \$500

Our website will be updated regularly throughout the year, and we have four, 32-page designed editions planned that will contain a variety of content, advertising, and issue-oriented journalism.

Projected Magazine Publication Dates 2021-22

Oct. 20 | Jan. 10 | March 25 | May 17
(Publication dates may be changed.)

**** Email or share ad files in the proper format to ads.valordictus@gmail.com. ****

**** Send your payment to Robinson Secondary School,
5305 Sideburn Road, Fairfax, VA 22032 ****

Contact Valor Dictus Adviser Chris Moore
Call 703-426-2302 | Email ads.valordictus@gmail.com

Frequently Asked Questions:

1. **Do you sell color ads?**
 - a. All ads appear in color, in the print magazine and online.
2. **Do you accept inserts (fliers stuffed inside the magazine)?**
 - a. No, but we would be happy to turn any flier into an ad.
3. **Can I get a discount?**
 - a. Discounts are automatically calculated into our rates. With editions published throughout the year, the cost of each ad is very low. And with our online and social media benefits, ads are seen all year long.
4. **Will you design my ad?**
 - a. Yes. Simply provide us with a detailed explanation and some content. We will send a proof to you and make changes as you wish.
5. **Can I make changes to my ad throughout the year?**
 - a. Yes! If you have a Legacy package, you may update your print ad anytime before two weeks of the deadline. You may update your digital, video or audio ad anytime. Simply send us the updated file and we will make the change.
6. **Can I choose where my ad appears?**
 - a. We can't guarantee placement of ads in the magazine, but we can try. Website ads will rotate among pages at valor-dictus.com.
7. **Who do I make the check out to?**
 - a. Robinson Secondary School.
8. **How should I submit my ad file?**
 - a. E-mail all files to ads.valordictus@gmail.com. Large files, like video or audio files, can be shared from Google Drive or Dropbox with ads.valordictus@gmail.com.
9. **Will you send me a copy of the magazine when it is printed?**
 - a. Yes! We will send a copy of each one. We may even drop by with a small stack for you and your customers.
10. **Do you take credit cards?**
 - a. No. Currently we only accept checks. We would be happy to stop by to pick up your check if that is easier. You may drop it in the mail to Robinson Secondary, 5305 Sideburn Road, Fairfax, VA 22032.