

ADVANTAGES OF ADVERTISING WITH

THE ABLAST

informing the Atoms since 1954

- We have a circulation of over 3,000 to students and teachers delivered during school in a study hall period. Published every three weeks, students are given time to read the paper in class. You have a “captive audience” of teenagers for your advertisement.
- Put your advertisement on a national scale at www.thea-blast.org, our web production of the paper, viewed all over the country.
- Subscriptions are sent home to parents—that’s 500 adults who read the paper outside of Annandale High School. Conservative estimates show that at least 3 other people share the same newspaper at home, bringing our out-of-school readership to 1,500.
- We print our paper on state-of-the-art presses at the *The Washington Post* Springfield plant. Your photos and graphics are professional and clear, and often in color.
- *The A-Blast* reaches an affluent market that is ready to spend. Fairfax County is the richest county in the U.S., measured by household income.
- *The A-Blast* is a nationally-ranked newspaper consistently placed it in the top ten high school papers in the country.

HERE'S WHAT WE CAN DO FOR YOU

- ✓ Include your company’s logo
- ✓ Employ a wide variety of fonts.
- ✓ Sell your message to teens and parents.
We can use real AHS students as models to get readers’ attention.
- ✓ Prominently display your company’s name.
- ✓ Provide you a range of specialized graphics.
- ✓ Highlight sales in bursts and coupons.

Szechuan Star

峨眉飯店



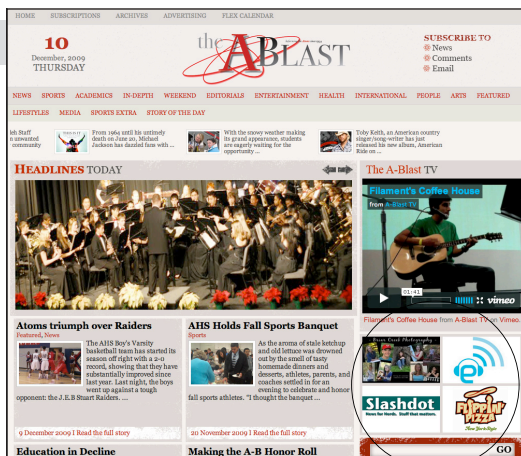
Business Hours
Sunday-Thursday.....11:00am-10:00pm
Friday-Saturday.....11:00am-10:30pm
Lunch Hour until.....4:00pm

WE DELIVER! (within 3 miles radius, Min. \$15.00)

703-256-1111/256-1113
Fax: 703-256-6676

Bradlick Shopping Center

10% off	10% off	10% off
Please mention coupon when ordering. One coupon per order. Not valid with other offers. Expires: 3/31/10	Please mention coupon when ordering. One coupon per order. Not valid with other offers. Expires: 3/31/10	Please mention coupon when ordering. One coupon per order. Not valid with other offers. Expires: 3/31/10



The screenshot shows the homepage of the A-Blast website. At the top, there are navigation links for HOME, SUBSCRIPTIONS, ARCHIVES, ADVERTISING, and FLEX CALENDAR. The main header features the A-Blast logo and a 'SUBSCRIBE TO' section with options for News, Comments, and Email. Below the header, there are several news articles with headlines such as 'Atoms triumph over Raiders', 'AHS Holds Fall Sports Banquet', and 'Education in Decline'. There are also advertisements for 'Plamant's Coffee House' and 'Slashdot'. A 'GO' button is visible at the bottom right of the page.

- Print Advertisements range from \$20-\$200
- Contact us to learn about our *video* and *online* ads to appeal to *tech-savvy* students

← Online ad examples