



Lancerexpress

3557 Lancer Way- Carlsbad, California 92008- (760)331-5100 ext. 5256 or 5126

Business Manager: Alison Casey

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Advertising Contract

Date: _____

Business Name: _____

Street Address: _____

City: _____ State: _____ ZIP Code: _____

Name of Contact: _____ Phone: _____

Advertising Deadlines

| Issue | Submission Deadline | Publication Date |
|-------|---------------------|------------------|
| 1 | Sept. 26 | Oct. 4 |
| 2 | Nov. 7 | Nov. 15 |
| 3 | Jan. 9 | Jan. 17 |
| 4 | Feb. 27 | Mar. 7 |
| 5 | Apr. 17 | Apr. 25 |
| 6 | May 22 | May 30 |

Publication date is the day the paper goes to the printer.
Papers are distributed to student body 4-5 days later.
Dates are subject to change. Advertiser will be notified.

Terms

- * Payment due within 60 days of billing.
- * Past due bills will result in a 20% late charge
- * Ads running 6 issues will receive a 10% discount.
- * Ads must be created to specified size to maintain image quality.
- * Lancer Express is not responsible for incorrect information in submitted advertisements.
- * Advertisements must conform to the standards of ethical journalism.
- * We reserve the right to refuse any advertisement.
- * Ad space is sold on a first come first served basis and can only be guaranteed with a signed and submitted contract
- * Contracts must be cancelled 30 days prior to Publication Date or a 50% cancellation fee will be applied

Newsmagazine Ad- All ads are FULL COLOR

Price/issue: _____ \$100 1/4 Page _____ \$200 1/2 Page _____ \$300 Full Page

Size in inches: (Width x Height) (3.75"x5") (7.5"x5") (7.5"x10")

Frequency: ___ Oct. ___ Nov. ___ Jan. ___ Mar. ___ Apr. ___ Jun.

* 10% discount for advertising in 6 issues

Webpage Ad: ___ \$10.00/ month (link placed on front page of www.thelancerlink.com- July and Aug. are free)

Preparation: ___ Advertiser provides PDF, JPEG, or TIF file

___ Newsmagazine creates ad (\$20 extra)

(Advertiser provides specs one week prior to submission deadline)

Newsmagazine Ad: price/issue \$ _____ **X** no. of issues _____ = _____
(include discount and/or additional ad creation costs)

Webpage Ad: price/month **\$10.00** **X** no. of months _____ = _____

Total Cost _____

Advertiser's Signature: _____ Date: _____