lancerexpress

3557 Lancer Way- Carlsbad, California 92008

Advertising Contract

Business Name: _____

Street Address: _____

City: _____ State: _____ ZIP Code: _____

Name of Contact: _____ Phone: _____

Advertising Deadlines

Issue	Submission Deadline	Publication Date
1	Oct. 2	Oct. 14
2	Nov. 20	Dec. 2
3	Jan. 8	Jan. 20
4	Feb. 26	Mar. 10
5	April 16	April 28
6	May 21	June 2

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 5 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. _____Dec. _____Jan. _____Mar. _____Apr. _____Jun.

*10% discount for advertising in 5 issues

Webpage AD $25.00/ per semester: _____1st Semester _____2nd Semester
(link placed on front page of **www.thelancerlink.com** in the advertisers section.)

Preparation: ___ Advertiser provides PDF, JPEG, or TIF file
___ Newspaper creates ad ($20 extra)
(Advertiser provides ad specifics two weeks prior to submission deadline)

Advertiser's Signature: _____ Date: _____

Busines manager will complete the cost section and mail you invoices after the issue is distributed

Newsmagazine Ad: price/issue $_____X no. of issues_____= _____

Ad Creation cost $20: _____

Webpage link $25 /semester: _____

Discount for 5 or more issue 10% - _____

Total Cost _____