



Lancerexpress

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

Business Manager: Dylan Donn
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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	Sep. 23	Oct. 1
2	Nov. 4	Nov. 12
3	Dec. 9	Dec. 17
4	Jan. 27	Feb. 4
5	Feb. 24	Mar. 3
6	Mar. 23	Mar. 31
7	May. 4	May 12
8	May 25	Jun. 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 7 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

Advertising Agreement:

The above-named advertiser wishes to insert the following ad(s) in the issue(s) indicated:

Price/issue: _____ \$50 Business Card _____ \$90 1/4 Page _____ \$170 1/2 Page _____ \$200 Full Page B/W

Size: (3.5"x2") (5"x6") (10"x6") (10"x12")

Color (additional cost): _____ \$25 1/4 Page _____ \$40 1/2 Page _____ \$100 Full Page

Frequency: _____ Oct. _____ Nov. _____ Dec. _____ Feb. _____ Mar. _____ Apr. _____ May _____ Jun.

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

_____ Newspaper creates ad (Advertiser provides ad description/layout one week prior to submission deadline)

Multiple Ads: _____ Repeat ad for all requested issues _____ Phone each issue for possible changes

Method of Payment: _____ Prepaid: Check received before distribution _____ Please bill after distribution

* 10% early-bird discount-checks must arrive before submission deadline

* 10% discount for advertising in 7 issues or more

Price per issue _____ + color (if selected) _____ = _____ X no. of issues _____ =

Ad cost _____ - discount (if applicable) _____ = final cost _____

Advertiser's Signature: _____ Date: _____