

ADVERTISING PRICES

BLACK & WHITE						
Ad Size	Size (Pixels)	Size (Inches)	Casual	4 Times	6 Times	12 Times
Cost/Inch			\$7.50	\$6.90	\$6.60	\$5.70
1 Page Ad	984 x 1464	10.25" x 15.25"	\$1,172.34	\$1,078.56	\$1,031.66	\$890.98
3/4 Page Horizontal	984 x 1080	10.25" x 11.25"	\$862.50	\$793.50	\$759.00	\$655.50
3/4 Page Vertical	720 x 1464	7.5" x 15.25"				
2/3 Page Horizontal	984 x 960	10.25" x 10"	\$772.50	\$710.70	\$679.80	\$587.10
2/3 Page Vertical	648 x 1464	6.75" x 15.25"				
1/2 Page Horizontal	984 x 720	10.25" x 7.5"	\$577.50	\$531.30	\$508.20	\$438.90
1/2 Page Vertical	480 x 1464	5" x 15.25"				
1/3 Page Horizontal	960 x 480	10.25" x 5"	\$375.00	\$345.00	\$330.00	\$285.00
1/3 Page Vertical	312 x 1464	3.25" x 15.25"				
1/4 Page Horizontal	960 x 360	10.25" x 3.75"	\$288.28	\$265.22	\$253.69	\$219.09
1/4 Page Vertical	480 x 720	5" x 7.5"				
1/6 Page	480 x 480	5" x 5"	\$187.50	\$172.50	\$165.00	\$142.50
1/8 Page	480 x 360	5" x 3.75"	\$142.50	\$131.10	\$125.40	\$108.30
Double Business Card	312 x 480	3.25 x 5	\$121.88	\$112.13	\$107.25	\$92.63
1/12 Page	312 x 360	3.25" x 3.75"	91.41	\$84.09	\$80.44	\$69.47
Business Card	312 x 224	3.25" x 2.33"	\$57.00	\$52.44	\$50.16	\$43.32
COLOR						
Ad Size	Size (Pixels)	Size (Inches)	Casual	4 Times	6 Times	12 Times
Cost/Inch			\$9.75	\$8.97	\$8.58	\$7.41
1 Page Ad	984 x 1464	10.25" x 15.25"	\$1,524.05	\$1,402.12	\$1,341.16	\$1,158.28
3/4 Page Horizontal	984 x 1080	10.25" x 11.25"	\$1,121.25	\$1,031.55	\$986.70	\$852.15
3/4 Page Vertical	720 x 1464	7.5" x 15.25"				
2/3 Page Horizontal	984 x 960	10.25" x 10"	\$1,004.25	\$923.91	\$883.74	\$763.23
2/3 Page Vertical	648 x 1464	6.75" x 15.25"				
1/2 Page Horizontal	984 x 720	10.25" x 7.5"	\$750.75	\$690.69	\$660.66	\$570.57
1/2 Page Vertical	480 x 1464	5" x 15.25"				
1/3 Page Horizontal	960 x 480	10.25" x 5"	\$487.50	\$448.50	\$429.00	\$370.50
1/3 Page Vertical	312 x 1464	3.25" x 15.25"				
1/4 Page Horizontal	960 x 360	10.25" x 3.75"	\$374.77	\$344.78	\$329.79	\$284.82
1/4 Page Vertical	480 x 720	5" x 7.5"				
1/6 Page	480 x 480	5" x 5"	\$243.75	\$224.25	\$214.50	\$185.25
1/8 Page	480 x 360	5" x 3.75"	\$185.25	\$170.43	\$163.02	\$140.79
Double Business Card	312 x 480	3.25 x 5	\$158.44	\$145.76	\$139.43	\$120.41
1/12 Page	312 x 360	3.25" x 3.75"	\$118.83	\$109.32	\$104.57	\$90.31
Business Card	312 x 224	3.25" x 2.33"	\$74.10	\$68.17	\$65.21	\$56.32
CLASSIFIED ADS						
\$12 for 25 words and 25 cents for each additional word.						

Composition Rates

\$50 for advertisements smaller than 1/2 page
 \$100 for advertisements 1/2 page or larger.

Multiple Advertisements

An additional 5% discount is applied if payment is delivered upfront rather than monthly.

ADVERTISING PURCHASE AGREEMENT

Last Updated: December 6, 2022

TERMS AND CONDITIONS

Lethbridge Senior Citizens Organization ("LSCO") and the person, firm or entity, including, but not limited to, advertisers ("Advertiser"), their buying agencies ("Agency") and organizations known as advertising or buying services ("Service"), applying for credit to purchase such advertising and seeking to purchase advertising space (collectively called "Buyer") hereby agree that the following terms and conditions shall govern issuance of credit and purchase of advertising space by and in LSCO's print publication ("Newspaper").

1. BILLING AND PAYMENT

- 1.1. LSCO will bill Buyer monthly unless otherwise specified. Payment for multiple advertisements up front will receive an additional 5% discount.
- 1.2. Payment by Buyer is due within 30 days after issuance of invoice. If payment is not received within the specified time, the LSCO also reserves the right to:
 - 1.2.1. cancel existing orders;
 - 1.2.2. refuse new orders;
 - 1.2.3. Assess interest charges of 1.5% per month for payments between 31-90 days overdue and 3.5% per month for any payment overdue by more than 90 days
- 1.3. Notwithstanding to whom bills are rendered, Advertiser, Agency and Service, jointly and severally, shall remain obligated to pay to LSCO the amount of any bills rendered by LSCO within the time specified and until payment in full is received by LSCO. Payment by Advertiser to Agency or to Service, or payment by Agency to Service, shall not constitute payment to LSCO. In the event that ads are placed by a third party in "care of" an Agency or Advertiser, the Agency and Advertiser assume full responsibility jointly and severally for all actions of such third party and for payment of print or online advertising placed by that third party.
- 1.4. Unless otherwise approved by LSCO, incorrect rates that do not correspond to the rate card will be regarded as clerical errors and the advertisements will be published and charged at the applicable rates in effect at time of publication.
- 1.5. Changes to billing and payment information must be provided in writing before the 15th of the month. The LSCO is not responsible for late or missed payments due to incorrect billing information.

2. TERMINATION / CANCELLATION

- 2.1. Cancellation must be confirmed in writing.
- 2.2. If a contracted advertisement is cancelled before the 15th of the month, a 25% cancellation fee will apply.
- 2.3. If a contracted advertisement is cancelled on or after the 15th of the month a 50% cancellation fee will apply.
- 2.4. If a contracted advertisement is cancelled for any reason (including delays in creative preparation or transit) after the established deadline for a specific issue, LSCO, at its discretion, may substitute a previously published ad and bill the Buyer at the contracted rate. Late cancellations, with or without a substituted ad, will be billed at the contracted rate to the Buyer.
- 2.5. Subject to the "Makegood" provision below, claims for errors must be made within thirty (30) days following publication date.

3. RATES

- 3.1. Rates are determined at contract signing and will stay in effect for the contract term. Changes to rates must be approved by all parties prior to the 15th of the month.
- 3.2. Rates are reflected in published rate cards and according to ad specifications ordered.

4. PLACEMENT/PRODUCTION/DELIVERABLES

- 4.1. Unless prior arrangements have been made, all positions are at the option of LSCO, and no adjustments, reinstatements or refunds be made because of the position and/or section in which an advertisement has been published.
- 4.2. Requested placement or positioning of an advertisement in the Newspaper will not be reserved without payment and is allocated on a first-come-first served basis.
- 4.3. All composition rates will be billed at cost to the Buyer in accordance below:
 - 4.3.1. Composition rates will be charged at \$50 for advertisements smaller than ½ page and \$100 for advertisements larger than ½ page;
 - 4.3.2. Charges for changes (but not corrections) from original layout and copy will be based on current composition rates;
 - 4.3.3. Existing advertisers will not be charged for resizing of advertisements, provided a non static version of the advertisement is available.
- 4.4. LSCO will not be responsible for errors appearing in advertisements which are placed too late for proofs to be submitted or for errors due to delivery of printing or insertion materials past published deadlines from the Buyer or from a third party designated by the Buyer as a source for printing or insertion material.
- 4.5. Credit for errors caused by LSCO may be requested in the form of "makegood" ads. Makegood insertions must appear in the next available issue of publication or a different edition within 12 months if agreed upon by all parties.
- 4.6. LSCO does not guarantee any given level of circulation or readership for an advertisement.
- 4.7. The Buyer assumes liability for all content (including text representation and illustrations) of advertisements published and also assumes responsibility for any claims arising therefrom made against LSCO, including costs associated with defending against such a claim.
- 4.8. All advertising copy that might be mistaken by a reader as news, feature or other non-advertising materials must be clearly marked "advertisement". In the event such a copy is not clearly marked, the "advertisement" notation will be added by LSCO. Political candidate advertisements must reflect the identity of the paying sponsor.
- 4.9. If there is a shortfall or other discrepancy in the delivery of deliverables at the end of any specified ad campaign period, it shall not be deemed to be a breach of any obligation of LSCO and shall not render LSCO liable for any damages or offsets of any kind. In the event of such shortfall or discrepancy, LSCO will provide, as the sole remedy to Advertiser, Agency and Buyer, "make good" impressions through comparable placements. Makegood insertions must appear in the next available issue of publication or a different edition within 12 months if agreed upon by all parties.

5. EFFECT OF BREACH

- 5.1. LSCO reserves the right to cancel an advertising contract upon default by Buyer in the payment of bills or other material breach of the terms hereof at any time upon prior written notice. Upon such cancellation, all charges for ads printed or run online and not paid shall become immediately due and payable. If LSCO cancels by reason of Buyer's material breach, Buyer's only liability shall be to pay for ads completed hereunder prior to cancellation by LSCO.
- 5.2. In the event of a material breach by LSCO in publishing the Buyer's advertising, and no "makegood" insertion can be arranged, Buyer reserves the right to cancel the advertising contract at any time upon prior written notice.

6. FAILURE TO PUBLISH

- 6.1. If, due to public emergency or necessity, force majeure events, restrictions imposed by law, acts of God, labor disputes or for any other cause, including mechanical or electronic breakdowns, beyond LSCO's control, an omission of any advertisement contracted to be printed or carried hereunder, LSCO will provide, as the sole remedy to Advertiser, Agency and Buyer, "make good" impressions through comparable placements, to be delivered in the next available issue of publication after the campaign stop date or a different edition within 12 months if agreed upon by all parties.

7. ADVERTISING MATERIAL

- 7.1. All advertising material shall be provided by Buyer unless otherwise specified
- 7.2. Buyer shall submit advertising material along with written instructions for its use to LSCO as soon as possible but no later than the 15th of each month to ensure proper publication. Changes to instructions should be in writing to LSCO by email prior to changes being made.
- 7.3. LSCO will not be responsible for losses incurred from errors in advertisements. LSCO is responsible only for the cost of space required to correct an error. It is agreed that no other liability will be acknowledged between the advertiser and the publisher by reason of this contract.
- 7.4. LSCO, in its sole discretion, reserves the right to reject any ad copy. We do not accept advertisements that are gratuitously offensive, depict or advocate violence, or are considered to be in poor taste. We do not accept advertisements that discriminate on the basis of race, religion, gender, national origin, disability, or sexual orientation. All ad creative must include the advertiser name or logo. We reserve the right to cancel any advertisement at any time. Rates and specifications are subject to change.
- 7.5. Advertisements of an advocacy or political nature that are attacks of a personal nature will not be accepted. We reserve the right to require sourcing on factual claims made in advocacy or political advertisements.
- 7.6. Buyers are responsible for checking the accuracy of the proofs they request. The Buyer should carefully check the entire ad proof, including areas in which changes or corrections were not requested.

8. PRIVACY AND DATA PROTECTION

- 8.1. All capitalized terms used but not defined in this Section 8 have the meaning ascribed to them in General Data Protection Regulation (Regulation (EU) 2016/679) ("GDPR"). For purposes of this Section 8, each party is a Data Controller of the Personal Data that it collects, employs or otherwise Processes

to deliver its services, absent a further amendment that sets forth circumstances in which either party is a Data Processor.

- 8.2. Publisher, on the one hand and Advertiser, Agency and Buyer, on the other hand, each Process Personal Data, including exchanging Personal Data with the other party, for purposes of providing advertisements on publisher's Newspaper and/or Website (collectively, the "Purposes"). Either party may Process the Personal Data that it obtains from the other party for its own purposes, including to provide services for the benefit of other platforms and clients.
- 8.3. As Data Controllers, each party shall:
 - 8.3.1. comply with all laws, regulations and other legal requirements of any jurisdiction relating to privacy, data security, communications secrecy, Personal Data Breach notification, or the Processing of Personal Data, such as, to the extent applicable, GDPR ("Data Protection Laws"), and promptly notify the other party in writing if it is no longer able to meet its obligations under Data Protection Laws with respect to the subject of this Agreement;
 - 8.3.2. shall Process and Transfer Personal Data only for the purposes described in this advertising purchase agreement, or as otherwise agreed in writing by the parties;
 - 8.3.3. independently fulfill all duties required of Data Controllers under Data Protection Laws, including, without limitation (as applicable), with regard to complying with applicable principles of Personal Data Processing (such as data minimization); determining and qualifying for any necessary legal basis or bases for collection or processing of Personal Data (such as consent, if applicable); managing and reporting Security Incidents; Transfers (including, without limitation, entering into Standard Contractual Clauses or certifying under the Privacy Shield Framework); contracting with only those Data Processors that provide adequate protections for Personal Data; implementing required and appropriate contractual language in agreements with Data Processors and other Data Controllers; maintaining records of data processing; conducting any required data protection impact assessments; and implementing and maintaining all measures required pursuant to Article 32 of the GDPR, where "Privacy Shield" means the EU-U.S. Privacy Shield Framework and the Swiss-U.S. Privacy Shield Framework as set forth by the U.S. Department of Commerce and "Standard Contractual Clauses" means either the standard contractual clauses for the transfer of personal data to third countries (Commission Decision 2004/915/EC) or the standard contractual clauses for the transfer of personal data to processors established in third countries (Commission Decision 2010/87/EC), both available at https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu/modelcontracts-transfer-personal-data-third-countries_en;
 - 8.3.4. have an independent obligation to respond to any requests received by such party from Data Subjects regarding Personal Data, including without limitation, those set forth in Chapter III of the GDPR, and, if applicable, and to the extent legally permitted, the parties shall provide each other with reasonable cooperation and assistance in relation to handling of a Data Subject's request; and

- 8.3.5. inform the other (to the extent legally permitted) about any dispute or claim brought by a Data Subject or a Supervisory Authority concerning the Processing of the Personal Data under this advertising purchasing agreement, and if applicable, and to the extent legally permitted, the parties shall provide each other with reasonable cooperation and assistance in relation to handling of a dispute or claim brought by a Data Subject or a Supervisory Authority; provided that and the party that was the recipient of the dispute or claim shall be responsible for interacting with the relevant Data Subject or Supervisory Authority.
 - 8.4. As Advertiser does not have a direct relationship with any Data Subject using publisher's website(s) or application(s), where consent is required by Data Protection Laws, publisher shall use commercially reasonable efforts to seek to obtain legally sufficient consent to publisher's and Advertiser's Processing of Personal Data for the Purposes. To the extent that any such consent is withheld or rescinded by a Data Subject, neither party shall Process such Data Subject's Personal Data for the Purposes.
9. **INDEMNITIES**
- 9.1. Buyer agrees to hold and save LSCO harmless against all liability resulting from the publication of advertising material furnished by Buyer.
10. **GENERAL**
- 10.1. LSCO's obligations hereunder are subject to applicable federal, provincial and local laws and regulations.
 - 10.2. LSCO shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to advertising material and other property furnished by Buyer.
 - 10.3. Failure of LSCO or Buyer to enforce any of the provisions herein shall not be construed as a general relinquishment or waiver as to that or any other provision.
 - 10.4. Subject to the "Makegood" provision above, any dispute by Buyer with respect to any publication, advertising material, or services provided by LSCO or the amount charged for same shall be reported to LSCO in writing within 30 days from the date of the invoice relating to same, time being of the essence. Any such dispute shall not affect Buyer's obligation to make payment within terms stated above. Failure to report any dispute within such time shall constitute a waiver of any claim by the applicant with respect to such dispute.
 - 10.5. For purposes of any state unclaimed property law, the party whose name appears on the applicable invoice will be the "owner" of any unclaimed property.

I have read and agree to the terms and conditions as outlined above.

'Buyer' Name

'Buyer' Signature

Date _____



ADVERTISING PURCHASE FORM

Organization

Contact Name Contact Email

Phone Address

Advertisement Information

I would like to purchase the following advertising size(s) in the LSCO Times.

I would like my advertisement(s) in:

- Black & White
- Color

I would like to purchase my advertisements at the following rate:

- Casual
- 4 times
- 6 times
- 12 times

If purchasing more than one ad, when would you like it to run?

I would like the LSCO to compose my advertisement

\$50 for ads smaller than 1/2 page, \$100 for ads 1/2 page or larger

- Yes
- No, I will send one already created

Payment Information

I would like to be billed

An additional 5% discount is applied if payment for multiple advertisements is delivered upfront.

- Monthly
- Upfront

My preferred payment method is

- Invoice**

Please send invoices to _____

- Credit Card**

Cardholder name: _____

Card Number: _____ Exp _____

Per Advertisement Rate: _____ Total Bill* _____

*Per ad rate x # occurrences with 5% discount