



LSCO Times Advertising Rates

	BLACK AND WHITE				COLOR			
Ad Size	1 Time	4 Times	6 Times	12 Times	1 Time	4 Times	6 Times	12 Times
1 Page 10.25" x 15.25"	\$1,053	\$969	\$927	\$800	\$1,369	\$1,259	\$1,205	\$1,040
2/3 Page 10.25" x 10.25"	\$740	\$681	\$651	\$563	\$962	\$885	\$847	\$731
1/2 Page 10.25" x 7.5"	\$554	\$510	\$488	\$421	\$721	\$663	\$634	\$548
1/3 Page 10.25" x 5"	\$375	\$345	\$330	\$285	\$488	\$449	\$429	\$371
1/4 Page 5" x 7.5"	\$288	\$265	\$254	\$219	\$375	\$345	\$330	\$285
1/5 Page 6.75" x 5"	\$253	\$233	\$223	\$192	\$329	\$303	\$290	\$250
1/6 Page 6.75" x 3.75" or 5" x 5"	\$188	\$173	\$165	\$143	\$244	\$224	\$215	\$185
1/8 Page 5" x 3.75"	\$143	\$131	\$125	\$108	\$185	\$170	\$163	\$141
1/10 Page 3.25" x 5"	\$122	\$112	\$107	\$93	\$158	\$146	\$139	\$120
2 Col. Banner 6.75" x 2.33"	\$118	\$109	\$104	\$90	\$154	\$141	\$135	\$117
1/12 Page 3.25" x 3.75"	\$92	\$84	\$81	\$70	\$119	\$109	\$105	\$90
Business Card 3.25" x 2.33"	\$57	\$52	\$50	\$43	\$74	\$68	\$65	\$56
Classified Ads	\$12 for 25 words, \$0.25 each additional word				Community Events: \$15 - 50 word event details and description			

Special discounts are given to community groups and charities, where possible

Payment Invoices can be paid via pre-authorized credit, debit, cheque, or EFT An additional 5% discount will be applied to 4x, 6x, 12x advertisements that are paid upfront	Composition Rates \$50 for advertisements smaller than 1/2 page \$75 for advertisements 1/2 page or larger Free for 12x advertisers
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The LSCO Times is printed monthly. Approx. 4500 copies are distributed across Lethbridge and surrounding communities and emailed out to our 2500+ email list.

Copy Deadline is the 15th of the month prior to publication

**Numbers in the chart reflect the monthly advertisement rate NOT the total*

Last Updated August 2025

ADVERTISING PURCHASE AGREEMENT

Last Updated: August 2025

This agreement is between the **Lethbridge Senior Citizens Organization (LSCO)** and the advertiser (**Buyer**) purchasing ad space in the LSCO Times or other LSCO publications.

1. BILLING AND PAYMENT

- 1.1. LSCO will bill buyer monthly unless otherwise specified. Upfront payments for 4 or more advertisements will receive an additional 5% discount
- 1.2. Payment is due within 30 days of invoice. Late payments may result in cancelled ads, refusal of new ads, and interest charges of 3.5% per month after 90 days overdue
- 1.3. Advertisers, agencies, and services are all responsible for payment, even if a third party places the ad.
- 1.4. 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 before the 15th of the month.
- 2.2. Upon cancellation, if advertising has been paid upfront, a pro-rata reimbursement will be provided for remaining advertising at the specified monthly rate.
- 2.3. Cancelling after the deadline may result in a previous ad being run and charged at the contracted rate.
- 2.4. 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 duration of the term.
- 3.2. An additional rate discount is provided for community groups, non profits, and charities at the LSCO's discretion.

4. AD PLACEMENT AND PRODUCTION

- 4.1. All placements are at the discretion of LSCO, unless prior arrangements have been made. Advertisements with a specified placement will be charged an additional 15%
- 4.2. Design and composition fees are as follows:
 - 4.2.1. \$50 for advertisements smaller than ½ page and \$75 for advertisements larger than ½ page.
 - 4.2.2. 12x advertisers receive design and composition for free.
 - 4.2.3. Resizing is free if a non-static version of the advertisement is provided.
- 4.3. 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.
- 4.4. Credit for errors caused by LSCO may be requested in the form of complimentary "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.
- 4.5. LSCO does not guarantee any given level of circulation or readership for an advertisement

EFFECT OF BREACH

- 4.6. LSCO reserves the right to cancel an advertising contract if the buyer fails to pay or breaks the terms of this agreement. No refund will be provided.

5. ADVERTISING MATERIAL

- 5.1. All advertising material shall be provided by Buyer unless otherwise specified
- 5.2. Buyer shall submit confirmation of space via a signed purchase agreement no later than the 15th of each month. Copy may be provided no later than 9am on the 20th of each month.
- 5.3. LSCO will not be responsible for errors on provided advertisements and will not issue refunds for errors caused by the buyer.
- 5.4. 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 including those that discriminate on the basis of race, religion, gender, national origin, disability, or sexual orientation.
- 5.5. 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.

6. PRIVACY AND DATA PROTECTION

- 6.1. LSCO and the Buyer may collect basic contact and business information needed to run the ad and manage the account.
- 6.2. Each party is responsible for keeping this information safe and using it only for purposes related to the advertising agreement.
- 6.3. Personal information will not be shared with others unless required by law or with consent.
- 6.4. If there's a data breach involving shared information, both parties will inform each other as soon as possible and work together to address it.

7. INDEMNITIES

- 7.1. Buyer agrees to hold and save LSCO harmless against all liability resulting from the publication of advertising material furnished by Buyer.

8. GENERAL

- 8.1. LSCO's obligations hereunder are subject to all applicable laws
- 8.2. 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.
- 8.3. Any dispute by Buyer shall be reported to LSCO in writing within 30 days from the invoice. 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.

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

What month(s) would you like the ad to run?

I would like the LSCO to compose my advertisement

\$50 for ads smaller than ½ page, \$75 for ads ½ page or larger. Free for 12 times advertisers

☐ Yes ☐ No, I will send one already created

Payment Information

I would like to be billed

An additional 5% discount will be applied to 4x, 6x, 12x advertisements that are paid upfront

☐ Monthly ☐ Upfront

My preferred payment method is

☐ **Invoice**

Please send invoices to _____

☐ **Credit Card**

Cardholder name:

Expiry

Card Number:

Per Advertisement Rate: _____ Total Bill _____

Signed: _____ Date: _____

Please sign and return this form to hdupuis@lethseniors.com