



LSCO

Lethbridge
Senior Citizens
Organization

P: 403.320.2222
F: 403.320.2762
W: lethseniors.com

500 11 Street South
Lethbridge AB, T1J 4G7

LETHBRIDGE SENIOR CITIZENS ORGANIZATION

Advertising Package



About the LSCO Times

The LSCO Times is a trusted source of information for seniors across Lethbridge and surrounding communities. Advertising with us means connecting directly with your target audience while supporting a community-driven mission.

Our readers rely on the LSCO Times – and they notice who supports it.

“We’ve been advertising for a few months now, and we’ve had several new clients mention they saw us in the paper. It’s been a great way to connect with seniors in Lethbridge”

- LSCO Times Advertiser

Quick Facts

- **4500 Copies** printed monthly
- **3500+ Subscribers** receive a digital copy in the inbox and each edition lives permanently on our website.
- **100+ Delivery Locations** to clinics, businesses, restaurants and more throughout Lethbridge, Coaldale, Magrath, Cardston & Picture Butte.
- **589,000 views** on Facebook and Instagram
- **48,000** people visited our website

Printing Details

- **Printed:** Monthly, on the last Friday on 11 x 17 newsprint in full color.
- **To confirm space:** 15th of the preceding month
- **To send copy:** 20th of the preceding month

Questions about Advertising?

Hannah Dupuis
403-320-2222 ext. 302
hdupuis@lethseniors.com

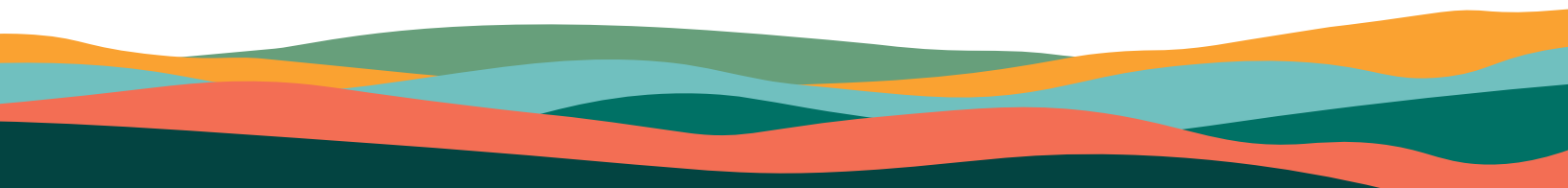
Who We Are

We are a vibrant community hub for older adults in Lethbridge to connect, stay active, and access support.

Our Mission

We provide older adults with:

- Opportunities for **community and social engagement.**
- Services which **enhance their quality of life.**
- **Activities** which meet their physical, emotional and intellectual needs.
- **Advocacy and voice** at individual and systemic levels.



LSCO Times Advertising Rates & Sizes

11" x 17 paper

Horizontal

Vertical



Graphic Ads

All dimensions are
Width x Height in inches

Business Card

- Horizontal: 3.25" x 2.375"
- Casual Rate: **\$80**

1/12 Page

- Vertical: 3.25" x 3.75"
- Horizontal: 5" x 2.375"
- Casual Rate: **\$120**

1/10 Page

- Vertical: 3.25" x 5"
- Horizontal: 6.75" x 2.375"
- Casual Rate: **\$160**

1/8 Page

- Horizontal 5" x 3.75"
- Casual Rate: **\$185**

1/6 Page

- Vertical: 5" x 5"
- Horizontal: 10.25" x 2.375"
- Casual Rate: **\$250**

1/5 Page

- Horizontal: 6.75" x 5"
- Vertical: 5" x 6.75"
- Casual Rate: **\$330**

1/4 Page

- Horizontal: 5" x 7.5"
- Vertical: 10.25" x 3.75"
- Casual Rate: **\$360**

1/2 Page

- Vertical: 15.25" x 5"
- Horizontal: 10.25" x 7.5"
- Casual Rate: **\$685**

1 Page

- Vertical: 10.25" x 15.25"
- Casual Rate: **\$1210**

Written Advertising

1/2 Page Advertorial

- No Image - 700 words
- Image - 500 Words
- Casual Rate: **\$500**

1/3 Page Advertorial

- No Image - 450 Words
- Image - 250 Words
- Casual Rate: **\$350**

**Content must be relevant to our audience and informational in nature. The LSCO has final review of all content.*

Classified Ads

- 25 words or less: **\$12**
- Each additional word: **\$0.25**

Community Events

- Date, time, location, ticket link AND 25 word description
- Casual Rate: **\$10**

Rate Discounts

Frequency

Based on the agreed number of months in a year. Ads do not have to be the same size or appear concurrently to qualify.

5% for 3x

10% for 6x

15% for 9x

20% for 12x

Upfront Payment

For upfront payments on 3 or more months of advertising.

5%

LSCO Members

10%

Non Profits

Does not apply for Community Events as this price is already discounted.

5%

General Information

Printed: Monthly, on the last Friday on 11 x 17 newsprint in full color.

To confirm: 15th of the month

Copy: 20th of the month by 9am

File types accepted: Pdf (preferred), EPS, SVG, JPG, PNG. Printed only ads will be charged for composition.

A one-time 20% composition surcharge of the monthly rate is added for in house design. Subsequent changes are not charged. 12x advertisers receive composition for free.



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Advertising Purchase Form

Organization / Individual Name

Contact Name

Contact Email

Contact Phone

Organization Address

Advertising Sizes (Casual Rate)

- Business Card** (\$80)
- 1/12 Page** (\$120)
- 1/10 Page** (\$160)
- 1/8 Page** (\$185)
- 1/6 Page** (\$250) Vertical
- 1/5 Page** (\$330) Horizontal
- 1/4 Page** (\$360)
- 1/2 Page** (\$685)
- 1 Page** (\$1210)
- 1/2 Page Advertorial** (\$500)
- 1/3 Page Advertorial** (\$350)
- Classified Ad** (# words _____)
- Community Event** (\$10)

Runtimes

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

Ad Copy

- I will provide a print ready ad
File types accepted: Pdf (preferred), EPS, SVG, JPG, PNG. Paper ads will be charged for composition.
- I would like the LSCO to compose or edit my ad. *Composition fees apply.*

Discounts

- Frequency.** # ads _____
- Upfront** Payment (for 3x or more)
- LSCO Member #** _____
- Non-profit / Charity**

Payment Information

I would like to pay for my bill:

Monthly or **Upfront**

- Charge my credit card.** We will process payment automatically and send you an invoice & receipt
- Send an invoice first** and I will pay by cheque, e-transfer, credit card over the phone, or in person

A credit card on file is required for all accounts not paid upfront. This card will only be used in the event that the advertiser is more than 90 days overdue if monthly charges are not pre-authorized.

Card Number: _____ Expiry: _____

Send invoices to: _____

FOR OFFICE USE ONLY

Contract Term: _____

Casual Rate: _____

Discounts: _____

Actual Monthly Rate _____

Actual Upfront Bill _____

Receipt # _____

Date Paid: _____

Staff Initial: _____

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.

LSCO Times Terms and Conditions

Billing & Payment

- **Rates are determined at contract signing.** An additional rate discount is provided for community groups, non profits, and charities at the LSCO's discretion.
- **LSCO will invoice via the specified payment method monthly** unless otherwise specified.
- **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. The LSCO is not responsible for late or missed payments due to incorrect billing information.
- **A credit card on file is required for all accounts not paid upfront.** This card will only be used in the event that the advertiser is more than 90 days overdue.
- **Cancellation must be provided in writing before the 15th of the month.**
 - Cancelling after the deadline may result in an ad being run and charged at the contracted rate.
 - Upon cancellation, if advertising has been paid upfront, a pro-rata reimbursement will be provided for remaining advertising at the specified monthly rate.

Advertising Material & Placement

- **All advertising material must be provided by advertiser** unless otherwise specified
- **Advertisers must submit confirmation of space no later than the 15th of each month** via a signed purchase agreement. Material may be provided no later than 9am on the 20th of each month.
 - If material is not provided by the deadline, LSCO will publish the material at a later date
- **LSCO, in its sole discretion, reserves the right to reject any advertising material.**
 - 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.
 - Advertisements 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.
- **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%.
- **LSCO is not responsible for errors on advertising material** and will not issue refunds for errors caused by the advertiser.
- **Advertisers are responsible for checking the accuracy of advertising material created by LSCO.** Carefully check the entire proof, including areas in which changes or corrections were not requested.
 - Claims for errors must be made within thirty (30) days following publication date. Credit for errors caused by LSCO may be requested in the form of complimentary "makegood" ads which must be published within the next 6 months.

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.

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

Representative Name

Representative Signature

Date Signed _____

Please return this package signed to:

Hannah Dupuis hdupuis@lethseniors.com
In person at LSCO - 500 11th Street S, Lethbridge