

The Lasso Business Packet

Advertising with The Lasso ensures that you will be taken care of by actual people with a personal touch (unlike many corporate publications). Our market is precise and an audience is guaranteed for your advertisement. Not only do we have the lowest rates, but our outgoing sales team is friendly and professional. They want to hear from you and will help you with your design - free of charge.

What we have to say

"We are here to enrich and help your business grow, with our strong expertise. The Lasso allows for your advertisements to be seen in Denton, Dallas and Houston. As business professionals we are committed to ensuring that our clients are number one."

- The Lasso Business Team

Business Team

Business Assistant
Yeleinne Rayo

Business Assistant
Alisha Sarfani

Business Assistant
Leah Walker

Editor-in-Chief
Aaron Claycomb

Graphic Designer
Cliff Caster

Adviser
Sam Carter

Contact Information

The Lasso
Box 425828
Denton, TX 76204-2118

Lassoads@yahoo.com
T: (940) - 898-2183 F: (940) - 898 - 2188
twulasso.com



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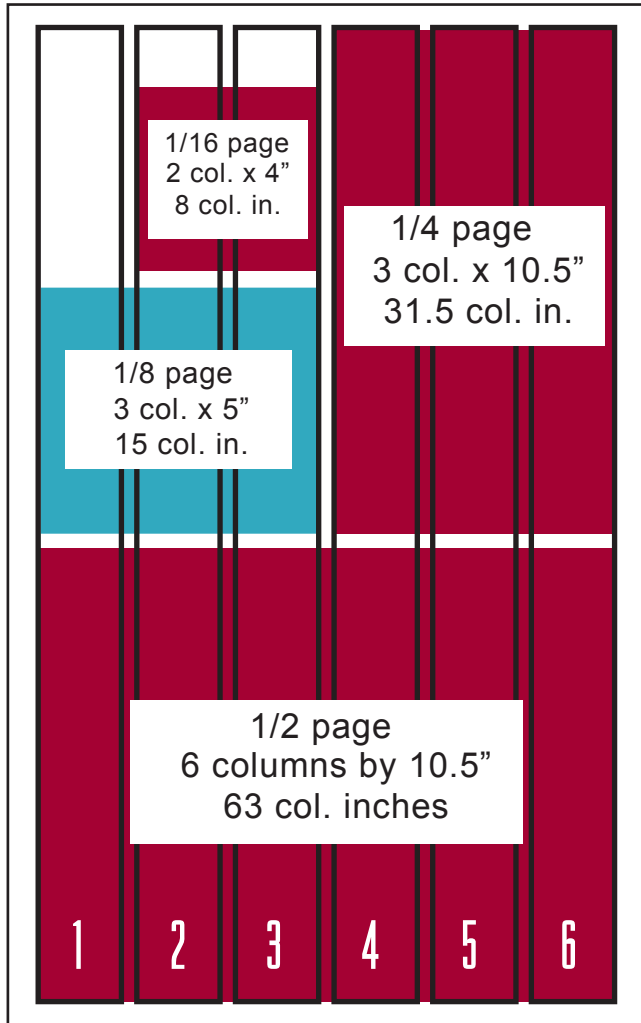
Follow our tweets



THE Lasso

Campus Rates with Dimensions

Columns Layout



*All interior columns are 1.776"

\$6 per Column inch

Color Charges

B/W = No Charge
Spot = \$100 (2 colors + black)
Full color = \$300

Inserts

Preprinted inserts \$400 (flat fee)

*all inserts should be sent to DFW Printing five days before publication date.

Sizes

Broadsheet - 12" x 22.5"

Image area - 11.498" x 21"

Columns	Inches
1 column	1.776"
2 column	3.72"
3 column	5.665"
4 column	7.609"
5 column	9.554"
6 column	11.498"

*The printer's address and terms and conditions can be found on page 4.

Advertising Formula

Example

$$\begin{array}{ccccccccc}
 \boxed{3} & \times & \boxed{5} & = & \boxed{15} & \times & \boxed{\$6} & = & \boxed{\$90} & + & \boxed{\$100} \\
 \text{Columns} & & \text{Inches} & & \text{Column /Inches} & & \text{Rate} & & \text{Space cost} & & \text{Color charges}
 \end{array}$$

THE Lasso

Fall 2012 Campus Contract

Salesperson: _____ Date: _____

Advertiser: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Contact person: _____

Fax: _____ E-mail: _____

Select Run Dates:

	January 19, 2012		March 15, 2012
	January 26, 2012		Spring Break - no publication
	February 2, 2012		March 29, 2012
	February 9, 2012		April 5, 2012
	February 16, 2012		April 12, 2012
	February 23, 2012		April 19, 2012
	March 1, 2012		April 26, 2012
	March 8, 2012		May 3, 2012
TOTAL NUMBER OF RUNS:			

AD SIZE:

RATE: \$6.00 PER COLUMN INCH

x = **x** **\$6** = + =

Columns Inches Column /Inches Rate Space cost Color charges

= + =

Cost per runs **Number of runs** **Total**

Notes:

*Terms and conditions are located on page 4.

CLIENT _____

DATE _____

SALES PERSON _____

DATE _____

Contract

- Contract must be signed before advertisements are published.
- Completed design graphics are due Tuesday before the week's publication.

Terms

- Payment of services is due within 15 days after signed contract.
- We proudly accept Master Card, Visa, personal and business checks, money orders, and cash. Please make checks payable to: The Lasso

(Signature)

(Date)

Payment Deadlines

Day 0 - 15	No additional charges
Day 16 - 30	Additional 25% late fee added to original Ad cost
Day 31 - 60	50% late fee added to original Ad cost
After Day 60	Original bill will be issued to a collection agency with additional late fees.

Addresses



DFW Printing
3900 West Plano Parkway
Plano, TX 75075



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