

## The Lasso Business Packet

**A**dvertising 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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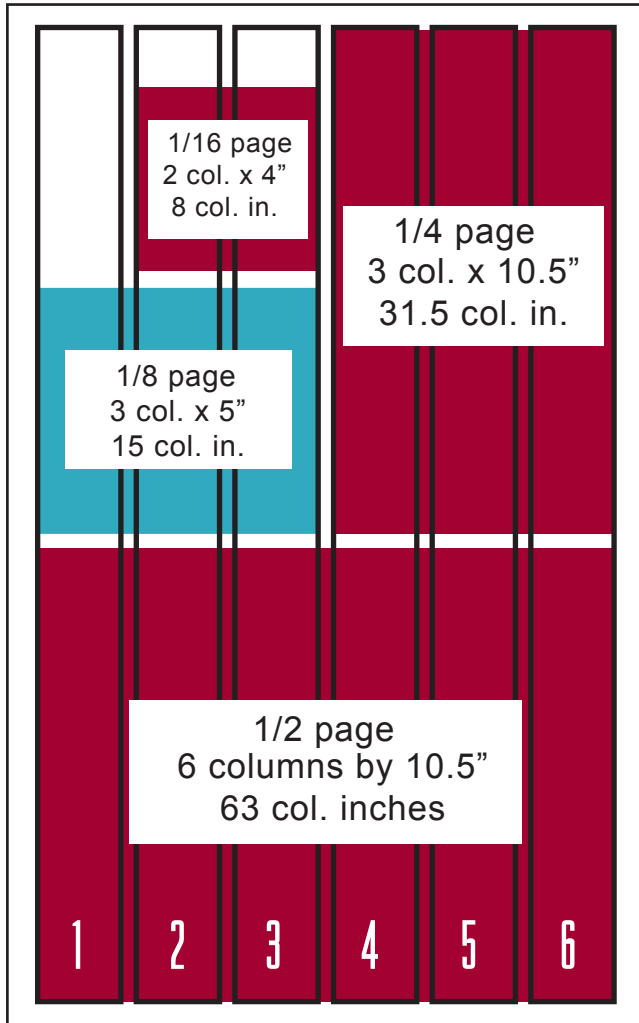
Follow our tweets



# THE Lasso

## Local Rates with Dimensions

### Columns Layout



\*All interior columns are 1.776"

## \$8 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

$$\begin{array}{cccccc}
 \boxed{3} & \times & \boxed{5} & = & \boxed{15} & \times & \boxed{\$8} & = & \boxed{\$120} & + & \boxed{\$100} \\
 \text{Columns} & & \text{Inches} & & \text{Column /Inches} & & \text{Rate} & & \text{Space cost} & & \text{Color charges}
 \end{array}$$

# THE Lasso

## Fall 2012 Local 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: \$8.00 PER COLUMN INCH

	×		=		×	\$8	=		+		=	➔
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

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

### Addresses



DFW Printing  
3900 West Plano Parkway  
Plano, TX 75075



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