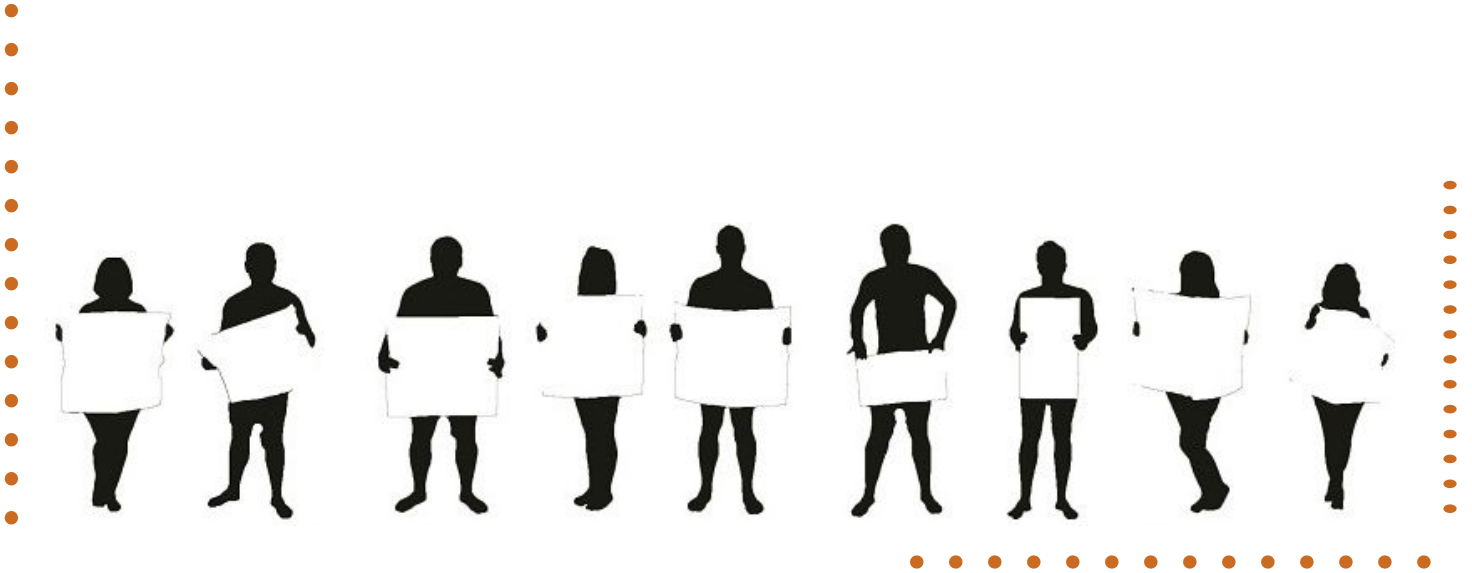


# The Paisano Contract



# Paisano Advertising Contract

---

**The Paisano Educational Trust d/b/a The Paisano**  
**The University of Texas at San Antonio's Independent Student Newspaper**  
(Tax I.D. # 74-2519416)  
**Phone:** (210) 690-9301 **Fax:** (210) 690-3423  
**email:** ads@paisano-online.com  
**14526 Roadrunner way #101 San Antonio TX 78249**

---

**Advertiser's Name:** \_\_\_\_\_

**Today's Date:** \_\_\_\_\_

**Advertiser's Address:** \_\_\_\_\_  
Street Address City Zipcode

**Contact's Name:** \_\_\_\_\_ **Contact's Email:** \_\_\_\_\_ **Contact's Number:** \_\_\_\_\_

**Run Date(s):** \_\_\_\_\_ **Fax Number:** \_\_\_\_\_

\*You may shade in advertising run dates on the calendar attached and submit it in with the contract.

**Ad Size (please circle all that apply):** Full Page 1/2 1/4 1/8 Classified 250 x 250 (online) Ad

**Color (please circle all that apply):** Color Spot Color Black and White

---

Advertiser agrees to pay the amount stated on this contract for such advertising to The Paisano. All advertising **MUST** be paid in advance of the publication date.

**Typesetting and Design:**

Advertiser agrees to pay for the typesetting and ad design cost of any non-digital advertising. A minimum **\$20.00** charge will be applied for all typesetting and a minimum **\$45.00** charge will be applied for all design. This charge is subject to change due to the size of advertisement and the time required for typesetting or design.

The Advertiser agrees to pay estimated typesetting or ad design cost of \$\_\_\_\_\_ to The Paisano.

**Payment:**

The Paisano only accepts credit card payments after approval from the Business Manager. Payment by check or credit card is required before the first ad run date. However, postdated checks are not accepted. No advertising runs without advertiser's signature on this contract. This contract is subject to additional terms and conditions attached to this contract.

**Total contract \$** \_\_\_\_\_

---

**Advertiser's Signature:** \_\_\_\_\_

**Printed Name/Title:** \_\_\_\_\_

**Paisano Saleperson's Name/Position:** \_\_\_\_\_

**Contract offer accepted by Paisano Business Manager on:** \_\_\_\_\_

---

# Paisano advertising

## Additional terms and agreements

---

Advertising rates include basic production charges. Reproduction, reduction, or enlargement of photos, logos, or similar items is subject to additional charges by the Paisano. All charges must be paid in advance of publication.

All advertising less than full column widths will be floated to the next nearest column width and advertiser agrees to pay for such space.

All canceled advertising will be subject to composition charges incurred prior to cancellation, and advertiser agrees to pay for such charges. Advertiser further understands and agrees that neither The Paisano nor any person associated with The Paisano has any authority to guarantee, warrant, or assure advertiser (whether expressly or impliedly) the success of any advertising provided for in this contract. All advertising is subject to current editorial policy.

Advertiser agrees that the validity, interpretation, and performance of this advertising contract shall be controlled by and construed under the laws of the State of Texas and venue for any purpose shall be Bexar County, Texas.

If advertiser fails to pay any amounts due under this contract and advertiser's account is turned over to an attorney for collection, advertiser agrees to pay reasonable attorney's fees, court cost, and any other expenses incident to such collection.

Advertiser acknowledges receiving a copy of the current Paisano rate card and further agrees to be bound by such rates and policies set out in the information. The rate card also provides the content column and width specifications.

Advertiser understands and agrees that position of advertising may be requested but not sold, implied, or guaranteed.

No oral agreement can override or alter the terms of this written contract. This contract shall become effective when accepted by The Paisano business manager or advertising manager in San Antonio, Texas. The Paisano reserves the right to accept or reject any advertising.

ADVERTISER'S INITIALS: \_\_\_\_\_ DATE: \_\_\_\_\_

---

August 2018						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

September 2018						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

October 2018						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

November 2018						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

December 2018						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

January 2019						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

February 2019						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

March 2019						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

April 2019						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

May 2019						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

June 2019						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

## Calendar Key

- Newspaper Publication Dates
- Newspaper Submission Deadline