

Lansdowne Economic Development Corporation

Newsletter Policies for Announcements & Advertisements

ANNOUNCEMENTS

- Announcements of community events in the LEDC e-newsletter (*The Lansdowne Link*) is a free service provided by the Lansdowne Economic Development Corporation and is a tool by which we accomplish our mission to encourage economic activity and growth in Lansdowne by fostering partnerships with businesses, residents, entrepreneurs and consumers to create a flourishing, inclusive, creative and welcoming community.
- Announcement requests must be sent by email to info@lansdownesfuture.org by Tuesday at Noon to run in that Thursday's e-newsletter. Note that *The Lansdowne Link* is published every Thursday from June through October, and every 3rd Thursday from November through May.
- *Non-Profit Events* get an announcement upon request, space allowing. We will not announce religious services or political events.
- Events hosted by *For-Profit Entities* (i.e. businesses) get an announcement only if they are FREE, open to the public. FREE events that ask for a suggested donation are allowable.
- Newsletter announcements appear in right or left column of newsletter and do not include images. Copy editing (grammar, length, content) decisions are up to the LEDC.

ADVERTISEMENTS

- Banner advertisers (\$30 per issue): Includes banner and an embedded link that will hyperlink to website of your choosing. See insertion order for details.
- Listing Advertisers (\$15 per issue): Limit to 40 words and ad will run exactly as it is supplied. See insertion order for details.
- The LEDC reserves the right to refuse advertising to anyone for any reason. We also reserve the right to edit the content of the ads in regard to grammar and verbiage. The advertisement must not be for an unlawful product or service, serve to advocate hate speech, and/or be obscene (as defined by current law and statute).

EVENT LISTING CORRECTIONS

- The LEDC will run event-listing corrections only if we make a mistake in the date, time or location of an event and if the correction is received by the day after publication (Friday) at noon.

TERMS OF PAYMENT FOR ADVERTISEMENTS

- Payment for Banner or Listing is due with signed Insertion Order. There is no agency commission allowed. Artwork can be created for an additional charge.



LANSDOWNE ECONOMIC DEVELOPMENT CORPORATION

32 E Baltimore Avenue • Lansdowne, PA 19050

Phone: 610-745-4063 Email: info@LansdownesFuture.org

www.LansdownesFuture.org

Lansdowne Economic Development Corporation

E-NEWSLETTER INSERTION ORDER

Date: _____

Contact Name: _____ Contact Phone Number: _____

Contact Email Address: _____

Advertiser's Name: _____

Advertiser's Address: _____

City/State/Zip Code: _____

Phone Number: _____ Fax Number: _____

Website: _____ Email: _____

I WISH TO PURCHASE:

- Banner Advertisement – \$30 per insertion (week). Limited to four (4) per issue.**
Includes banner and an embedded link that will hyperlink to website of your choosing. Banner size is 180 pixels wide by 60 pixels high, and should be supplied in .gif or .jpg format, no larger than 60 KB. Hyperlink should also be supplied in email. Please send all art to **info@LansdownesFuture.org**.
- Listing Advertisement – \$15 per insertion (week). Limited to four (4) per issue.**
Limited to 40 words; ad will run exactly as supplied. Please send copy to **info@LansdownesFuture.org**.
Listing may include a hyperlink.

RATE

Banner: _____ week(s) @ \$30 per = \$ _____ **Listing:** _____ week(s) @ \$15 per = \$ _____

Issue Date(s) (to be filled in by LEDC): _____

PAYMENT INFORMATION

Payment is due with signed Insertion Order. Make checks payable to LEDC or click "Donate" on our website.

I approve and verify that the above information is correct and I have read and understand the policies on the back of this contract)

APPROVED BY CLIENT

Name: _____ Signature: _____

APPROVED BY LEDC

Name: _____ Signature: _____

Amount Received: _____	Check #: _____	Date: _____	Ad Processed: _____
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