



318 LATINO — THE SWEET DEAL

Small Business Advertising Program

Affordable. Consistent. Local.

The Sweet Deal was created to give qualifying locally owned small businesses access to consistent, professional advertising at an affordable rate.

Our goal is simple: **help small businesses stay visible, tell their story, and connect with our community.**

WHO QUALIFIES?

The Sweet Deal is exclusively available to qualifying **locally owned and independently operated small businesses** serving Northwest Louisiana, East Texas, and surrounding communities.

Eligible businesses generally:

- Are independently owned and operated.
- Have no more than **two locations**.
- Serve customers within the 318 Latino market.
- Advertise one business or brand under each Sweet Deal agreement.

Locally owned single-location franchises may be considered on a case-by-case basis.

The Sweet Deal is **not available** to national or large regional chains, large corporate or institutional advertisers, government entities, political candidates, campaigns, committees, PACs, or other political advertisers.

Final eligibility is determined by 318 Latino, LLC.

CHOOSE YOUR SWEET DEAL

\$250 / MONTH

6-Month Minimum Commitment

- \$250 monthly recurring payment
- 6-month minimum agreement
- Automatic ACH or credit/debit card payment required
- Automatically renews month-to-month after the initial term
- 30 days' written notice required for cancellation after the initial commitment
- Renewal continues at the then-current Sweet Deal rate

\$2,000 / YEAR

Annual Prepaid Plan

- 12 months of advertising
 - \$2,000 paid in full at signing (you save \$1,000)
 - Includes **3 Bonus Live Videos (\$450 Value)**
 - Annual prepaid pricing is non-refundable after the campaign begins, except where otherwise required by law or agreed to in writing by 318 Latino
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WHAT'S INCLUDED

Each Sweet Deal campaign cycle includes:

✓ **10 Morning News Commercials**

✓ **2 Social Media Videos**

✓ **2 Social Media Graphics**

✓ **318 Latino Directory Listing**

Advertising placement and scheduling are determined by 318 Latino based on the campaign calendar, content schedule, and platform availability.

CAMPAIGN SCHEDULE

318 Latino advertising generally operates in **4-week campaign cycles**, with campaigns typically beginning on **Mondays**.

Final information, approved artwork, logos, offers, photos, videos, and other required materials should be submitted no later than the **Thursday preceding the scheduled campaign start date**.

Materials received after the deadline are not guaranteed to begin the following Monday and may be moved to the next available campaign cycle.

CREATIVE & PRODUCTION

Clients are responsible for providing accurate business information, offers, prices, dates, logos, photographs, videos, and other materials reasonably required to produce or publish their advertising.

Standard advertising production associated with The Sweet Deal is subject to reasonable production limits.

Complex video shoots, custom animation, professional photography, extensive revisions, specialty voice talent, significant travel, advanced editing, additional translation, or other production outside the standard package may require an additional fee.

Any additional production charges will be communicated before the additional work is performed.

USE IT DURING YOUR CAMPAIGN

The Sweet Deal is designed to provide **consistent advertising during every campaign cycle**.

Unused commercials, videos, graphics, posts, mentions, or other advertising placements **do not accumulate or roll over** into future campaign cycles unless specifically approved in writing by 318 Latino.

Advertising missed because the client failed to provide required materials, information, or approvals does not automatically extend the campaign or create advertising credits.

AUTOMATIC PAYMENT

The **\$250 recurring plan requires automatic payment** by:

ACH / Bank Draft

or

Credit / Debit Card

By selecting the recurring Sweet Deal, the client authorizes 318 Latino, LLC and its designated payment processor to automatically process the agreed payment on each scheduled due date.

Payment credentials will be collected and maintained through the designated secure payment system. Full credit/debit card numbers and CVV security codes should not be written on the Sweet Deal agreement.

If a scheduled payment is declined or otherwise unsuccessful, advertising may be suspended until the account is brought current.

Suspension resulting from nonpayment does not eliminate amounts owed under the client's minimum commitment.

6-MONTH COMMITMENT & AUTOMATIC RENEWAL

The \$250 recurring Sweet Deal requires an initial **6-month minimum commitment**.

Following completion of the initial six-month term, the agreement automatically renews on a **month-to-month basis at the then-current Sweet Deal rate**.

After completion of the initial commitment, either party may terminate the recurring agreement by providing at least **30 days' written notice**.

Cancellation during the initial six-month commitment does not automatically eliminate the client's remaining payment obligations under the agreement.

ADVERTISING CONTENT & APPROVAL

All advertising is subject to 318 Latino's advertising standards, Terms & Conditions, and applicable social-media and platform policies.

318 Latino reserves the right to reject, request changes to, postpone, or discontinue advertising that is unlawful, false, misleading, deceptive, inappropriate, prohibited by a platform, or inconsistent with 318 Latino's advertising or community standards.

Clients are responsible for ensuring they have permission and appropriate rights to use all submitted logos, photographs, videos, music, trademarks, copyrighted materials, testimonials, and other content.

POLITICAL ADVERTISING IS NOT ELIGIBLE FOR THE SWEET DEAL.

Political advertising is handled separately under the **318 Latino Political Advertising Policy** and applicable political advertising rates.

ADVERTISING RESULTS

318 Latino provides advertising placement, content distribution, and access to its audience.

Advertising results will vary based on numerous factors, including the offer, creative, message, timing, audience behavior, platform algorithms, and market conditions.

318 Latino does **not guarantee specific numbers of impressions, views, clicks, calls, messages, leads, followers, customers, sales, conversions, or other campaign results.**

THE SWEET DEAL PROMISE

Not every small business has a large advertising budget.

That shouldn't prevent a good local business from having an opportunity to be seen.

The Sweet Deal exists to help qualifying small businesses advertise consistently, build recognition, tell their story, and stay connected with the community they serve.

SMALL BUSINESSES. REAL PEOPLE. OUR COMMUNITY.

318 LATINO

NOTICIAS • CULTURA • COMUNIDAD

318 Latino, LLC

619 Market St., Ste. 350

Shreveport, LA 71101

Office: 318.464.0136

www.318Latino.com/advertising



1 BUSINESS INFORMATION

LET'S GROW TOGETHER.

Business / Company Name: _____
 Contact Name: _____
 Phone: _____ Email: _____
 Business Address: _____
 City: _____ State: _____ ZIP: _____

2 SELECT YOUR SWEET DEAL PLAN

AFFORDABLE. CONSISTENT. LOCAL.

☐ \$250 / MONTH 6-Month Minimum Commitment

- ✓ \$250 monthly recurring payment
- ✓ 6-month minimum agreement
- ✓ Automatic ACH or credit/debit card payment required
- ✓ Automatically renews month-to-month after initial term
- ✓ 30 days' written notice required for cancellation after initial term
- ✓ Renewal continues at the then-current Sweet Deal rate

☐ \$2,000 / YEAR Annual Prepaid Plan

- ✓ 12 months of advertising
- ✓ \$2,000 paid in full at signing
- ✓ Includes 3 Bonus Live Videos (a \$450 value)
- ✓ Best value for long-term exposure
- ✓ Non-refundable after the campaign begins, except where otherwise required by law or agreed to in writing by 318 Latino

**BIG
EXPOSURE
REAL
VALUE**

3 PAYMENT METHOD

SECURE. CONVENIENT. AUTOMATIC.

- ☐ ACH / Bank Draft (Auto-Pay) ☐ Credit / Debit Card (Auto-Pay) ☐ Annual Prepaid Payment (Check, ACH or Credit Card)

Payment details will be collected through a secure payment processor. Full card numbers and CVV codes should not be written on this agreement.

4 CAMPAIGN & CREATIVE INFORMATION

YOUR BUSINESS. OUR PLATFORMS. REAL RESULTS.

Website / Landing Page: _____
 Primary Call to Action: _____
☐ New creative needed (318 Latino to produce) ☐ Artwork provided by advertiser ☐ Other instructions: _____
 Special Instructions / Notes: _____

5 IMPORTANT TERMS & ACKNOWLEDGMENT

SAME MISSION. A BRIGHTER TOMORROW.

- 1 I understand that The Sweet Deal is available only to qualifying locally owned small businesses. Final eligibility is determined by 318 Latino, LLC.
- 2 I agree to the selected Sweet Deal plan and understand the 6-month minimum commitment (monthly plan) or 12-month commitment (annual plan).
- 3 I authorize 318 Latino to process automatic recurring payments (monthly plan) using the payment method provided.
- 4 I understand that the agreement automatically renews month-to-month after the initial term and may be canceled with 30 days' written notice.
- 5 I understand that unused advertising placements do not roll over to future cycles.
- 6 I acknowledge that advertising results may vary and 318 Latino does not guarantee specific impressions, views, clicks, leads, sales, or conversions.
- 7 I have read, understood, and agree to the full 318 Latino Advertising Terms & Conditions available at: www.318Latino.com/advertising.

Authorized Name (Print): _____ Title: _____
 Signature: _____ Date: _____



Please return completed agreement to:
Bgiogarcia@gmail.com or 318Latino@gmail.com



@318Latino

**GOOD BUSINESS
BUILDS STRONGER
COMMUNITIES.**