

8th Annual Virginia Fall Classic

Advertising Reservation Contract - Closing Date: **September 24, 2010**

Ad Spaces Available:

- Business card (horizontal only) - \$50
- 1/4 page - \$100
- 1/2 page horizontal - \$200
- 1/2 page vertical - \$200
- Full page - \$400 (except cover pages)
- Inside front cover page - \$600
- Inside back cover page - \$600
- Back cover - \$600

Art Format Accepted:

(See below specifications)

- Illustrator EPS EPS PDF
- JPG TIF
- Camera Ready Artwork (additional \$10.00 per scan)

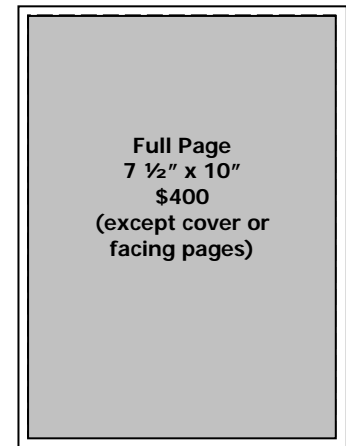
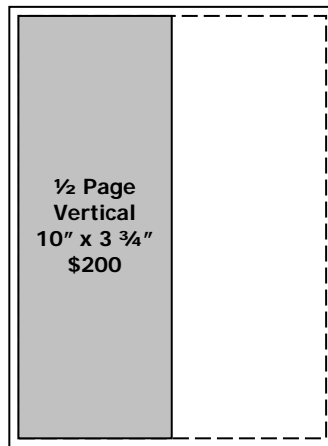
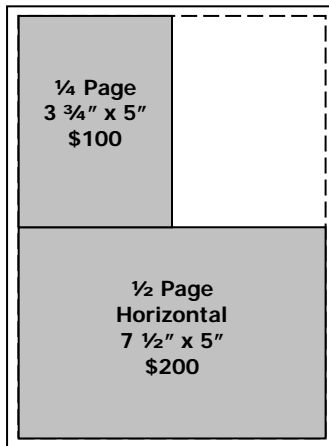
Media Accepted:

- CD
- 3 1/2" diskette
- E-Mail attachment (2.5 MB or smaller - zipped)

Mail contract and payment to:

VFC Program Ads
Rudy McDaniel
484 Wyn Drive
Newport News, Va. 23608
E-mail: vafallclassic@verizon.net

Page Layout Examples



ART SPECIFICATIONS

Art Medium:

Digital art is the preferred medium. All ads are black & white, unless you purchase cover pages.

Preferred format for PC:

Illustrator files with fonts converted to outline or PDF files are preferred. TIF and JPG files are also acceptable. If PDF files are sent, it is imperative that fonts must be sent separately. Include any fonts and images placed (linked) or embedded in the file. Line art should be a minimum of 600 dpi resolution. Resolution of any photo images or tints should be at least 300 dpi. Fonts must be Type 1 or TrueType fonts. Do not use multiple master (MM) fonts. Macintosh files will be accepted, if necessary, but the Virginia Fall Classic can not guarantee that the ad will be formatted properly. PC files are preferred.

Submission of Digital Media

Electronic files may be sent via E-mail to vafallclassic@verizon.net (stuffed or zipped for portability and smaller than 2.5 MB). Send larger files on CDs, or floppy disks, mailed to the address below.

Camera-Ready Art

Camera-ready artwork may be submitted. However, because the brochure is produced directly from computer files, camera-ready copy will be re-scanned, with some loss in quality. A surcharge of \$10 will be charged for scanning and placement. If photos are sent separately (to avoid a second generation scan) there will be a charge of \$5.00/ scan.

Non-Standard Sizing

All ads must fit within the size of the space reserved. VFC reserves the right to modify ads of other shapes and sizes. Changes will be billed at current hourly rate of \$50.00/hour.

Proof Copy

Please provide a clear laser proof (minimum 300 dpi) copy of the requested art work, etc. if possible.

Advertiser Information (Please Print)

Name: _____ Phone: _____

Company: _____ E-Mail: _____

Address: _____ Ad Agency Contact Information: _____

City: _____ State: _____ Zip: _____

Ad cost: (See above) \$ _____

Camera-Ready Artwork Charge (\$10.00) _____ Ad Sold By: _____

Total: _____ Payment: Check Cash Money Order

Agreement

I agree to the terms and provisions stated on the back and certify that all information, artwork and photographs provided by me are unencumbered by copyright(s), both US and foreign.

Authorized Signature: _____ Title: _____

Terms and Provisions

- A. This Rate Card is effective for Virginia Fall Classic (VFC) 2010 Show only.
- B. Cancellations/changes will not be accepted by VFC after the closing date of September 17, 2010.
- C. Cancellations prior to closing date must be in writing and are not considered accepted until confirmed in writing by the publisher.
- D. Preferred positioning placements (cover pages) are non-cancelable.
- E. Advertiser and advertising agency assume liability for all content of advertisements printed and for any claims arising there from made against the publisher.
- F. VFC shall not be liable for any failure to print, publish, or circulate all or any portion of the show booklet in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, accidents, or other circumstances beyond the publisher's control.
- G. In consideration of publication of an advertisement, the advertiser and agency, jointly and severally, will indemnify and hold harmless the publication, its officers, agents, and employees against expenses (including legal fees) and losses resulting from publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringement, or plagiarism.
- H. No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies will be binding on the publisher.
- I. Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error. Publication is made and charged for at the rates in effect at the time of publication without further notice.
- J. Cancellation of space contract by the advertiser or its agency forfeits the right to position protection and/or the contract rate. The rate on past and subsequent insertions will be adjusted to conform to the actual space used at current rates.
- K. The forwarding of an order is construed as an acceptance of all rates and conditions under which advertising is at the time sold.
- L. VFC reserves the right to decline advertising that does not meet with the VFC's approval. Further, VFC reserves the right to refuse any ads that are not in the accepted format or configuration. For example, vertical formatted business cards will not be accepted.
- M. Advertiser is ultimately responsible and liable for payment for advertising placed by agency in the event the agency defaults payment to the VFC.
- N. Upon written request, at the time of ad submission VFC will attempt to return all ad materials sent in by the advertiser (props, models, product, etc.) to the advertiser, but shall not be held liable for damaged, lost, or unreturned goods.
- O. All ad film executed by VFC at no charge remains the property of VFC.

SHIPPING INFORMATION

Ship CD's, disks or camera-ready ads, and accompanying proofs to:

VFC Program Ads

Rudy McDaniel

484 Wyn Drive

Newport News, Va. 23608

Send e-mailed files (smaller than 4.5 MB) to vafallclassic@verizon.net