



Virginia Peninsula Car Club Council

21st Annual Virginia Fall Classic

Advertising Contract and Rate Card

DEADLINE FOR RECEIPT OF PAYMENT

AND MEDIA: OCTOBER 1, 2023



All ads are black & white unless specified as color.

Ad Spaces Available:

- Business card (horizontal only)\$50
- 1/4 page.....\$100
- 1/2 page horizontal.....\$200
- 1/2 page vertical\$200
- Full page (except cover pages) ..\$400
- Above (Color)\$500
- Inside cover page (Color).....\$600
- Back cover (Color)\$600
- Full color page+4'x8' Banner.... \$1000
- Poker Run Stop.....Ad price + \$25

Art Formats Accepted:

(See below specifications)

- Illustrator EPS Photoshop PSD
- EPS PDF JPG TIF
- Camera Ready Artwork

Media Accepted:

- CD
- E-mail attachment (5 MB or smaller)

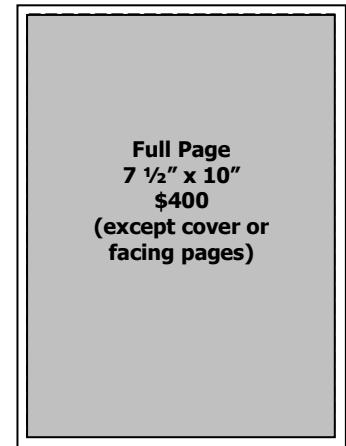
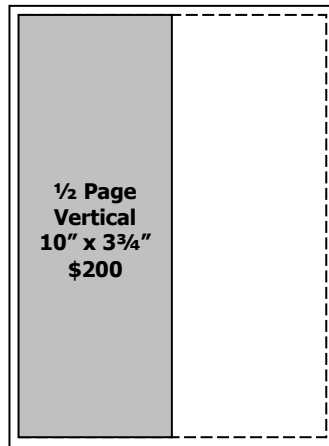
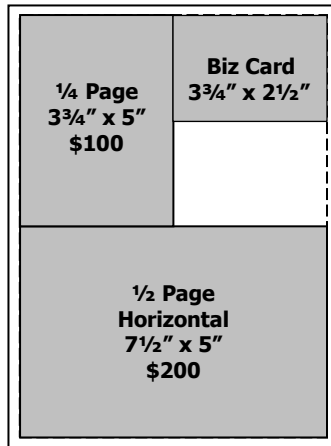
Mail Contract and Payment to:

VFC Program Ads
287 Wythe Creek Road
Poquoson, VA 23662

**Make Check Payable to
"VPCCC"**

Non-Standard Sizing – All ads except business cards must fit within the size of the space reserved.

We will try to modify ads of other shapes and sizes but cannot guarantee acceptable results.



ART SPECIFICATIONS Art Medium:

Digital art is preferred. All ads are grayscale unless you purchase a cover page or make special arrangements.

Formats:

Illustrator files with fonts converted to outline, PDF files, TIF and high-quality JPG or PNG files are acceptable. Embed fonts in PDF files. Include any images placed (linked) in the file. Line art should be 600 dpi. Photo images or tints should be 300 dpi. Please crop photos as desired; we do not crop photos. Fonts must be Type 1 or TrueType. Do not use multiple master (MM) fonts. PC files are preferred. Macintosh files will be accepted, if necessary, but the Virginia Fall Classic cannot guarantee that the ad will be formatted properly.

Submission of Digital Media

Electronic files may be sent via email to vfallclassic@cox.net. Files must be 5 MB or smaller. Please zip uncompressed files (e.g. TIF). Send larger files on CDs mailed to the address at the end of the form.

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.

ALL PAYMENTS AND MEDIA MUST BE RECEIVED BY OCTOBER 1, 2023

Advertiser Information (Please Print)

Name: _____ Phone: _____

Company: _____ E-mail: _____

Address: _____ Ad Agency Contact Information: _____

City: _____ State: _____ Zip: _____

Ad cost: (See above) \$ _____

Total: _____ Check Cash Money Order Ad Sold By: _____

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), either U.S. or foreign.

Authorized Signature: _____ Title: _____

Terms and Provisions

- A. This Rate Card is effective for the Virginia Fall Classic (VFC) 2023 show only.
- B. Payment and media must be received by October 1, 2023. Cancellations and/or changes will not be accepted by VFC after the closing date of October 1, 2023.
- C. Cancellations prior to closing date must be in writing and are not considered accepted until confirmed in writing by the publisher.
- D. Cover pages cannot be canceled.
- E. Advertiser and advertising agency assume liability for all content of advertisements printed and for any claims arising therefrom 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 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.

SHIPPING INFORMATION

Mail this form, payment and media to:

VFC Program Ads
287 Wythe Creek Road
Poquoson, VA 23662

You may E-mail media files (5 MB or smaller) to vafallclassic@cox.net

Make check payable to "VPCCC"