Foundation of the State Arboretum
Garden Fair 2017 - Program Advertising Agreement

Ad Size	Dimension	Regular Rates	Nonprofit/VendorRates
Full Page (Premium)*	7.5" Wide X 10" High	$1000	$750
Full Page (Regular)**	7.5" Wide X 10" High	$ 600	$450
Half Page	7.5" Wide X 4.97" High	$ 350	$262.50
Quarter Page	3.72" Wide X 4.97" High	$ 200	$150
Eighth Page	3.72" Wide X 2.45" High	$ 125	$93.75

* Full Page Premium: Inside front page, inside back page, back page; full color
** Full Page Regular: Inside page, one color, black.

Note: All ad copy should be formated as close to the above dimensions as possible. Non-Premium ads are printed in one color, black. Premium ads are printed in full color.

Requirements: All ads are due, **with payment, by March 17, 2017.** **Ad files must be submitted in electronic format and must be camera-ready**. **Ads will be printed exactly as submitted. Any changes or additions will result in an additional minimum fee of $25.** Acceptable file formats are PDF(.pdf)(preferred), TIFF(.tiff), or JPEG(.jpg) format, 300 dots per inch or more and PC-compatible. Email ad files to timfarmer@virginia.edu Direct ad format questions to Tim Farmer, 540-837-1758 Ext. 226.

Company Ad is For _____

Contact Person _____ Email Address_____

Address _____

City_____ State_____ Zip_____

Phone (_____)_____

Ad Desired: ___ Full Page Premium $1,000 ___ Full Page Regular $600 ___ Half Page $350
___ Quarter Page $200 ___ Eighth Page $125 ____**Same Ad as Last Year**

Instructions:_____

_____

_____Send me an invoice

Authorizing Signature_____
Please Print Name_____Date_____

FOSA Policy: All advertising is subject to approval by FOSA's Garden Fair Committee. In consideration of FOSA's acceptance of an ad for publication, the agency and/or advertisers indemnifies and holds FOSA harmless from any loss or expense arising out of publication of such ads, including, without limitation, those resulting from claims or suits for libel, violation of rights or privacy, plagiarism or copyright infringement. There are not refunds for advertisements.

Payments: We can accept online payments starting January 20, 2017. Please visit http://blandy.virginia.edu/our-foundation/online_payments to pay online or mail a check and advertising agreement to:

Foundation of the State Arboretum
Attention: Garden Fair - Koy Mislowsky
400 Blandy Farm Lane - Boyce, VA 22620

Telephone (540) 837-1758 Ext. 246
Fax (540) 837-1523