REDUCED GARDEN FAIR VENDOR RATES: 25% DISCOUNT

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimension</th>
<th>Regular Rates</th>
<th>Vendor Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (Premium)*</td>
<td>7.5&quot; Wide X 10&quot; High</td>
<td>$1000</td>
<td>$750</td>
</tr>
<tr>
<td>Full Page (Regular)**</td>
<td>7.5&quot; Wide X 10&quot; High</td>
<td>$ 600</td>
<td>$450</td>
</tr>
<tr>
<td>Half Page</td>
<td>7.5&quot; Wide X 4.97&quot; High</td>
<td>$ 350</td>
<td>$262.50</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3.72&quot; Wide X 4.97&quot; High</td>
<td>$ 200</td>
<td>$150</td>
</tr>
<tr>
<td>Eighth Page</td>
<td>3.72&quot; Wide X 2.45&quot; High</td>
<td>$ 125</td>
<td>$93.50</td>
</tr>
</tbody>
</table>

* Full Page Premium: Inside front page, Inside back page, Back page; two color
** Full Page Regular: One color, Inside page.

Note: All ad copy should be formatted as close to the above dimensions as possible. Ads are printed in the signature Garden Fair colors. One color ads are printed in green ink and the two color premium ads are printed in green and purple.

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.

Other Requirements: All ads are due, with payment, by April 1, 2008. Ads must be camera-ready. Ads will be printed exactly as submitted. Any changes or additions will result in an additional minimum fee of $25. Electronic files must be in either JPEG or TIFF format, 300 or more dpi, PC-compatible, and must include a hard copy for reference. Email files to tjf7a@virginia.edu. Direct ad format questions to Tim Farmer, 540-837-1758 Ext. 226.

Company Ad is For __________________________________________________________

Advertising Agency _________________________________________________________

Contact Person _____________________________________________________________

Address ___________________________________________________________________

City _____________________________________ State_______ Zip________________

Phone (____)_______________ (Home or Work) Best time to call___________

Ad Desired: ___ Full Page Premium $750 ____ Full Page Regular $450 ____ Half Page $262.50
____ Eighth Page $93.50 ____ Quarter Page $150

Instructions:____________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

Authorizing Signature________________________________________________________

Please Print Name_________________________________ Date_______________________

Direct all inquires to and return advertising agreement, advertising copy and check to:

Foundation of the State Arboretum
Attention: Garden Fair Program Advertising
400 Blandy Farm Lane
Boyce, VA 22620

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

Rev. 01/24/08