

Foundation of the State Arboretum

Garden Fair 2008

Program Advertising Agreement

REDUCED GARDEN FAIR VENDOR RATES: 25% DISCOUNT

Ad Size	Dimension	Regular Rates	Vendor Rates
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	\$93.50

* 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