



Dear Potential Advertiser,

The newspaper staff at Marshall High School is accepting advertisements for current volume of the *Rank & File* newspaper. Although the newspaper certainly benefits from your advertising dollars, **advertising with Rank & File will simultaneously benefit you.**

Our newspaper program is nationally recognized as **one of the best in the nation**, garnering prestigious Crown awards from the Columbia Scholastic Press Association, Pacemaker awards from the National Scholastic Press Association, and equally high recognition from the Virginia High School League and the Quill & Scroll International Journalism Honor Society. We are confident that this year's issues will be just as successful. These recognitions allow *Rank & File* to be viewed nationwide which, in turn, will give your business national exposure as well.

Advertising in this award-winning newspaper is an effective way to promote your business. Marshall is home to **1,340 students** looking for cars, tutors, restaurants, hangouts and other means to meet their myriad needs. Advertisements in our newspaper are also seen by students' parents and other relatives. Many parents and alumni also subscribe to *Rank & File*. Distributions coincide with homecoming, prom and graduation – prime moments to tap into our **readers' considerable purchasing power**. Additionally, the school's faculty and staff, individuals with their own means and interests, also read *Rank & File*.

Advertising in a high school newspaper is **tax-deductible**; a W-9 form is available upon request.

Repetition and familiarity are excellent ways to establish a customer base. In order to facilitate your ability to do this via *Rank & File*, we offer a **five percent discount** for advertising in five, six or seven issues. The **discount doubles to ten percent** for advertising in eight or more issues. There is no additional charge for updating your ad between issues. Additionally, the **cost per unit-area decreases** when you purchase larger ads.

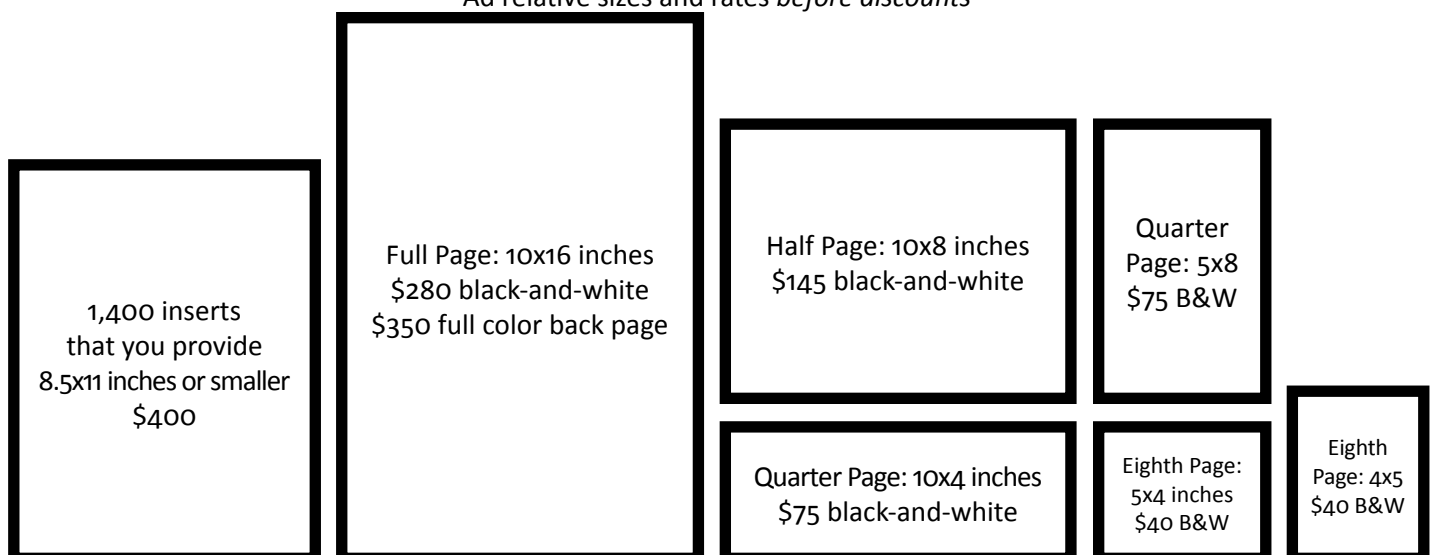
Information about ad sizes and submission is printed below and on the reverse side. Please submit all advertising material to us no later than one week before the issue in which you wish to advertise will be distributed.

If you have any questions or concerns please call the publications program at (703) 714-5550 x5511 or e-mail [advertising@rank-n-file.com](mailto:advertising@rank-n-file.com)

Sincerely,

The Rank & File Staff

Ad relative sizes and rates *before discounts*



# BUSINESS ADVERTISEMENT AGREEMENT

This agreement authorizes the *Rank & File* newspaper to print your advertisement. You can mail this contract and your material to *Rank & File* / 7731 Leesburg Pike / Falls Church, VA 22043, or you can fax the contract to (703) 714-5497 and e-mail your ad to advertising@rank-n-file.com. See reverse side for additional details.

**ALL MATERIAL MUST BE RECEIVED ONE WEEK BEFORE THE ISSUE DATE OR SOONER**

## ISSUES

Please run my ad in the following issue(s)

- October 1, 2007 (Homecoming)
- October 22, 2007 (Halloween)
- November 19, 2007
- December 17, 2007 (Winter Break)
- January 14, 2008
- February 11, 2008 (Valentine's Day)
- March 10, 2008 (Spring Break)
- April 14, 2008
- May 5, 2008 (Prom)
- June 11, 2008 (Graduation)

## CONTACT INFORMATION

Business Name \_\_\_\_\_

Business Representative's Name and Position \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

E-mail Address \_\_\_\_\_

## RATE

Circle the appropriate rate for your advertisement. Please use separate contracts for different ad sizes between issues.

Type/Size	1-4 Issues	5-7 Issues	8-10 Issues
1,400 8.5x11 inserts	\$400	\$380 (save \$100-140 over base rate)	\$360 (save \$320-400 over base rate)
Full color back page (10"x16")	\$350	\$332 (save \$90-126 over base rate)	\$315 (save \$280-350 over base rate)
Full page (10"x16")	\$280	\$266 (save \$70-98 over base rate)	\$252 (save \$224-280 over base rate)
Half page (10"x8")	\$145	\$138 (save \$35-49 over base rate)	\$130 (save \$120-150 over base rate)
Quarter page (10"x4" or 5"x8")	\$75	\$72 (save \$15-21 over base rate)	\$68 (save \$56-70 over base rate)
Eighth page (4"x5" or 5"x4")	\$40	\$38 (save \$10-14 over base rate)	\$36 (save \$32-40 over base rate)

**Number of issues** \_\_\_\_\_ **x ad rate \$** \_\_\_\_\_ **= Total payment due \$** \_\_\_\_\_

## PAYMENT

Please indicate that you have enclosed

- Full payment as cash or a check payable to "*Rank & File*."
- Partial payment of \$\_\_\_\_\_ as cash or a check payable to "*Rank & File*."
- Nothing; you would prefer to be invoiced after each/the ad runs, and agree to remit payment within 30 days of receiving each invoice.

Sorry, but we cannot process credit cards.

## MATERIAL

- I have enclosed camera-ready advertising material.
- I will e-mail material or specifications to advertising@rank-n-file.com.
- Please design an advertisement that meets these specifications:

## AUTHORIZATION

By signing below, I agree to the advertising terms laid out in this contract.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Check here to receive info. about advertising in our yearbook and receiving an additional 10% discount!**