



FAIRFAX COUNTY
PUBLIC SCHOOLS

7731 Leesburg Pike
Falls Church, VA 22043

Dear Potential Advertiser:

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

Our 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. 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**.

Advertising in this award-winning newspaper is an effective way to promote your business. Marshall is home to over **1,400 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 may be **tax-deductible**; please consult with your financial adviser.

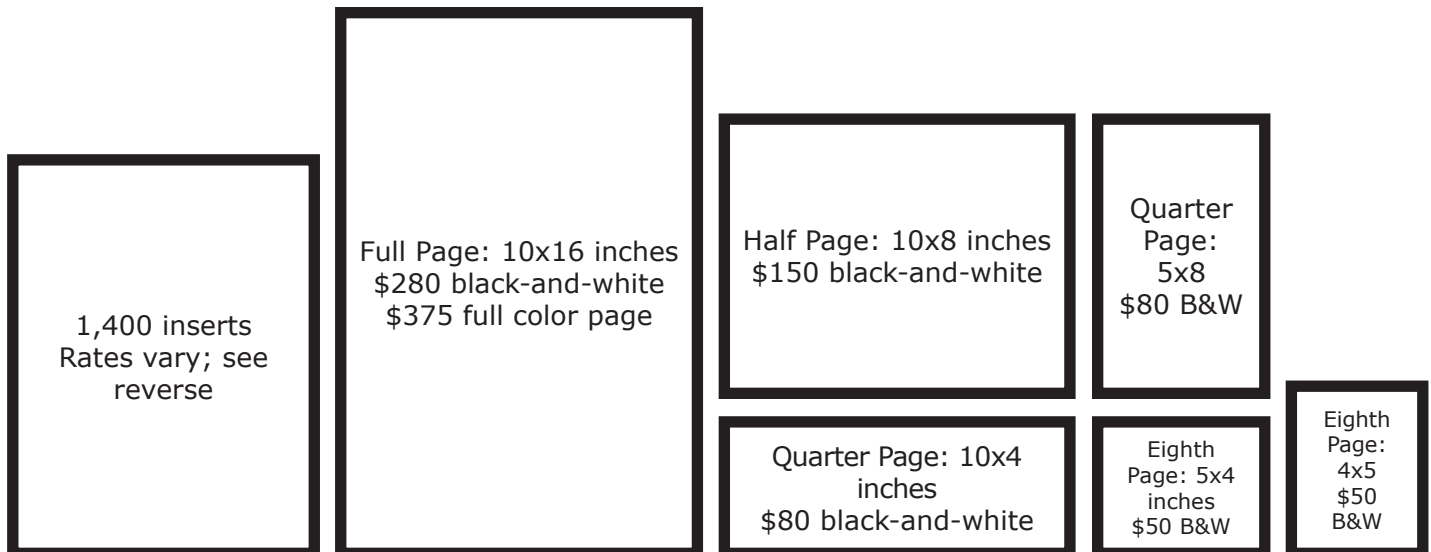
Repetition and familiarity are excellent ways to establish a customer base. In order to facilitate your ability to do this via *Rank & File*, we offer a **discount** for advertising in four, five, or six issues. The discount **increases** for advertising in seven or more issues (see contract for details). There is no additional charge for updating your ad between issues. Additionally, you **save money** by buying larger ads because the cost per unit-area decreases as ads get larger. Discounts are also available for advertising in both *Rank & File* and the yearbook.

Information about ad sizes and submission is printed below and on the reverse side. Please submit all advertising material to us no later than two weeks 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

Sincerely,
The *Rank & File* Staff

Relative ad 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 TWO WEEKS BEFORE THE ISSUE DATE OR SOONER

ISSUES

Please run my ad in the following issue(s)

- October 6, 2010
- November 17, 2010
- December 15, 2010 (Winter Break)
- January 26, 2011
- February 23, 2011
- March 23, 2011 (Spring Break)
- April 20, 2011
- May 18, 2011 (Prom)
- June 15, 2011 (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	1-3 Issues	4-6 Issues	7-9 Issues	
Full-color page (10"x16")	\$375	\$360	\$345	<div style="background-color: #e0e0e0; padding: 5px;"> <p><i>Number of issues</i> _____</p> <p><i>x ad rate \$</i> _____</p> <hr/> <p><i>Total payment due \$</i> _____</p> </div>
Full B&W page (10"x16")	\$280	\$270	\$260	
Half page (10"x8")	\$150	\$140	\$135	
Quarter page (10"x4" or 5"x8")	\$80	\$75	\$70	
Eighth page (4"x5" or 5"x4")	\$50	\$45	\$40	
Inserts up to 8.5"x11" you print	\$20 per 100	\$15 per 100	\$10 per 100	Number of inserts: _____
8.5"x11" B&W inserts we print	\$25 per 100	\$20 per 100	\$15 per 100	Number of inserts: _____
400 inserts targeted at a specific grade level (you print)	\$90	\$85	\$80	Grade level: _____
400 B&W inserts targeted at a specific grade level (we print)	\$100	\$95	\$90	Grade level: _____

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.

Check here to receive information about an additional 10% discount for advertising in the yearbook!

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 _____

Rank & File staff member who assisted: _____