

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 newsmagazine. Although the magazine 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 finalist recognition from the National Scholastic Press Association, and equally high honors from the Virginia High School League and the Quill & Scroll Journalism Honor Society. This year's issues will continue our tradition of excellence. These recognitions allow *Rank & File* to be viewed nationwide which, in turn, can give your business **national exposure**.

Advertising in this award-winning publication is an effective way to promote your business. Marshall is home to over **2,000 students** looking for cars, tutors, restaurants, hangouts and other means to meet their myriad needs. Advertisements in our newsmagazine 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.

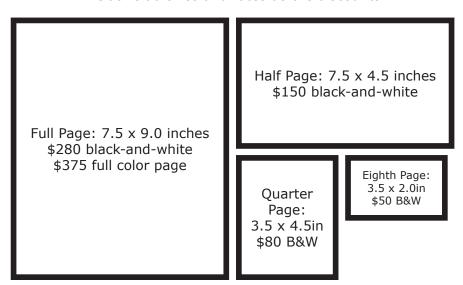
Repetition and familiarity are excellent ways to establish a customer base. In order to facilitate your ability to do this via *Rank & File*, we offer a **discount** for advertising in four, five or six issues. The discount **increases** for advertising in seven or more issues (see contract for details). 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 school 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) 714-5511 or e-mail advertising@gcmnews.net.

Sincerely, The Rank & File Staff

Relative ad sizes and rates before discounts



BUSINESS ADVERTISEMENT AGREEMENT

This agreement authorizes *Rank & File* newsmagazine to print your advertisement. You can mail this contract to *Rank & File / 7731* Leesburg Pike / Falls Church, VA 22043. You may also fax it to (703) 714-5516 or email it to advertising@gcmnews.net. (Material can be sent by mail or email.) See reverse side for additional details.

ALL MATERIAL MUST BE RECEIVED TWO WEEKS BEFORE THE ISSUE DATE OR SOONER

	YES! I wish to adve	ertise in <i>R</i>	ank & File. My i	nformation is a	ttached.		
	Donate I wish to be a	patron fo	r <i>Rank & File</i> . M	ly information i	s attached.		
	No Thanks I do not wish	h to suppo	ort the <i>Rank</i> & F	File staff			
R	ATE						
Circ	cle the appropriate rate and size f	or your adve	rtisement. Please us	se separate contrac	ts for different ac	d sizes between i	issues.
Тур	pe/Size	1-3 Issues	4-6 Issues	7-8 Issues			
Full-color page (7.5" x 9.0") \$375		\$375	\$360	\$345	Number	of issues	5
Full B&W page (7.5" x 9.0") \$2		\$280	\$270	\$260	x ad rate \$		
Half page (7.5" x 4.5") \$		\$150	\$140	\$135			
Quarter page (3.5" x 4.5") \$8		\$80	\$75	\$70	Total payment due \$		\$
Eig	hth page (3.5" x 2.0")	\$50	\$45	\$40			
	ase run my ad in the followin October 6, 2022	g issue(s)	CONTACT	T INFORM	MATION		
	November 10, 2022	Business Name					
	December 14, 2022 (Winter	Business Representative's Name and Position					
	February 8, 2023	business representative s nume and i osition					
	March 8, 2023 (Spring Break)		Address		City	State	Zip
	April 10, 2023				•		·
	May 10, 2023		Telephone Number		Fax Number		
☐ June 2, 2023 (Graduation)							
			E-mail Address				
PAYMENT			MATERIAL				
Please indicate how you wish to pay:			$\ \square$ I have enclosed camera-ready advertising material.				
	I have enclosed full or par	- 1 Will estimate that of opecanications to date its ing				lvertising@gc	mnews.net
	payment of \$ (cash of payable to "Marshall High So	\square Please design an advertisement that meets these specifications:					
	I have already paid online via credit						
	card at gcmnews.net/adpa	ау					
☐ I'd prefer to be invoiced after an ad runs and agree to remit payment within 30 days of receiving an invoice.		AUTHORIZATION By signing below, I agree to the advertising terms laid out in this contract.					
							☐ Check here to receive information about an additional 10% discount
oignata. o							
	for advertising in the ye	arbook!	Rank & File st	taff member who	assisted:		