



Falls Church, VA
 The Little City Community Guide
 Advertising Specification Agreement

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FIRSTfriday of Falls Church
 PO Box 6503, Falls Church, VA 22040-6503

Ad Deadline August 24, 2012
Publication Date October 9, 2012

Advertiser/Company Name (as it will appear in listing) _____

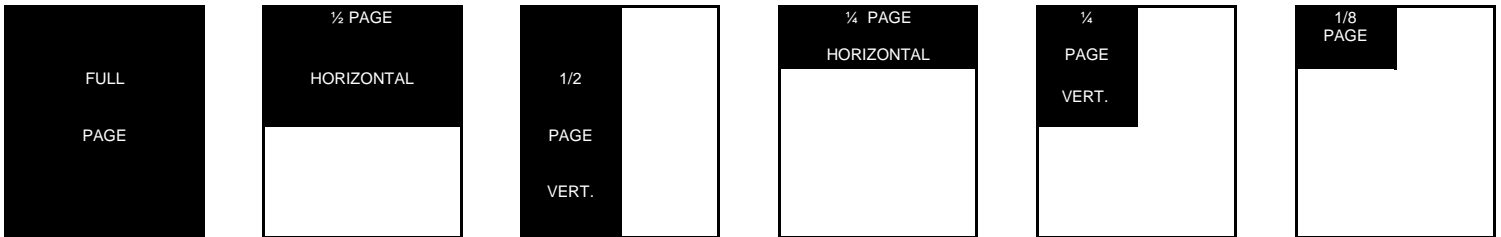
Contact _____ Phone _____

E-Mail (Required) _____

Street Address _____

City _____ State _____ Zip _____

Publication size is approximately 75+ pages, 5 1/2" x 8 1/2" booklet, full 4/4 color process with same bleeds, 70# gloss text self cover and interior, saddle stitched, quantity of 20,000.



Ad MUST BE submitted in PDF or TIF file format. Business card sized ads are NOT acceptable.

Ad Size	Approximate Ad Dimensions (L x H)	Ad Style	Ad Rate	Chamber OR FIRSTfriday Rate	FIRSTfriday AND Chamber Rate
Back Cover (full bleed)	5.75 x 8.75	n/a	\$3,164	\$2,436	\$1,900
Inside Front Cover (2)	5.125 x 8.125	n/a	\$2,752	\$2,118	\$1,651
Inside Back Cover (2)	5.125 x 8.125	n/a	\$2,478	\$1,908	\$1,488
Full Page	5.125 x 8.125	n/a	\$2,233	\$1,719	\$1,341
1/2 Page	5.125 x 4 2.5 x 8.125	<input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical	\$1,353	\$1,042	\$812
1/4 Page	5.125 x 1.9375 2.5 x 4	<input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical	\$820	\$631	\$493
1/8 Page	2.5 x 1.9375	n/a	\$497	\$383	\$298

FIRST Ad Size _____ Ad Dimension _____ Ad Style _____ Ad Rate _____

SECOND Ad Size _____ Ad Dimension _____ Ad Style _____ Ad Rate _____

THIRD Ad Size _____ Ad Dimension _____ Ad Style _____ Ad Rate _____

Total Amount Due \$ _____ Check Made Payable to FIRSTfriday of Falls Church.

Initial Date



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This agreement is between FIRSTfriday of Falls Church (FIRSTfriday) and The Advertiser and/or Agent for the Advertiser (Advertiser), for advertising space in the publication of The Little City Community Guide (The Guide).

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Advertisements will be accepted in digital form only, **PDF or TIF file format**. Artwork must be prepared to the specified size, dimension, and style. Business card sized ads are NOT acceptable. Proofs will not be furnished prior to printing as the digital form is final copy. Publication size is approximately 75+ pages, 5 1/2 x 8 1/2 booklet, full 4/4 color process/same bleeds, 70# Gloss Text self cover and interior, saddle stitched, quantity of 20,000. Advertising rate also includes 50 plus (as you need them), copies, distribution, your listing from the publication on the FIRSTfriday web site and special promotion updates through the web site. Payment in full for ads is due when ad placement is agreed upon. Ad space is limited and can be only reserved with full payment. **Any ad change made once the initial ad has been submitted is subject to a \$110.00 fee.**

FIRSTfriday reserves the right to refuse, reject, or deny any advertisements or copies that, in its sole discretion, do not conform to the good character of The Guide. In consideration for the publication of advertisements, you, the Advertiser and/or Agent shall agree unconditionally to fully indemnify and save The Guide, FIRSTfriday, The Greater Falls Church Chamber of Commerce, Falls Church City Economic Development Authority, its officers, and agents harmless from and against any loss, liability, judgments, cost, expenses, or disbursements incurred by any reason of claims or suites for libel, violation of right of privacy, plagiarism, copyright infringement, or any claims or suits based upon the contents or subject matter of such advertisement. FIRSTfriday cannot be held responsible for failure to deliver on time due to accidents, national emergency, acts of nature, or other circumstances beyond our control.

Any controversy or claim arising out of or relating to this contract, or breach thereof, shall be resolved by binding arbitration in accordance with the provisions governed by the State of Virginia. The award of the arbitrator(s) shall be binding upon all parties hereto, and judgment may be entered upon such award in any Court of competent jurisdiction. The costs of such arbitration are to be borne equally by the parties of this contract. All disputes shall be settled in Falls Church, Virginia.

If The Guide does not generate a minimum amount of advertising revenue by August 24, 2012, and with no rescheduled publication date set prior to March 1, 2013, FIRSTfriday reserves the right to cancel or postpone the publication in which case a full refund will be made available to all advertisers. Advertiser has the right to request monies paid should the postpone date not be mutually agreed upon.

Advertising revenues support the production of this publication, FIRSTfriday and The Greater Falls Church Chamber of Commerce.

Please sign below to verify that you have read, understand, and agree to the terms and conditions for advertising in The Guide. Unsigned agreements will not be accepted. The above undertakings are the entire contract for the said parties.

Signature Date
Advertiser and/or Agent for the Advertiser (Advertiser)

Signature Date
FIRSTfriday of Falls Church

Print Name Date

Print Name Date