



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](mailto:advertising@gcmnews.net).

Sincerely,  
The *Rank & File* Staff

Relative ad sizes and rates *before discounts*

<p>Full Page: 7.5 x 9.0 inches \$280 black-and-white \$375 full color page</p>	<p>Half Page: 7.5 x 4.5 inches \$150 black-and-white</p>
<p>Quarter Page: 3.5 x 4.5in \$80 B&amp;W</p>	<p>Eighth Page: 3.5 x 2.0in \$50 B&amp;W</p>

# 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](mailto: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 advertise in *Rank & File*. My information is attached.
- Donate** I wish to be a patron for *Rank & File*. My information is attached.
- No Thanks** I do not wish to support the *Rank & File* staff

## RATE

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

Type/Size	1-3 Issues	4-6 Issues	7-8 Issues
Full-color page (7.5" x 9.0")	\$375	\$360	\$345
Full B&W page (7.5" x 9.0")	\$280	\$270	\$260
Half page (7.5" x 4.5")	\$150	\$140	\$135
Quarter page (3.5" x 4.5")	\$80	\$75	\$70
Eighth page (3.5" x 2.0")	\$50	\$45	\$40

Number of issues \_\_\_\_\_

x ad rate \$ \_\_\_\_\_

**Total payment due \$ \_\_\_\_\_**

## ISSUES

Please run my ad in the following issue(s)

- October 6, 2022
- November 10, 2022
- December 14, 2022 (Winter Break)
- February 8, 2023
- March 8, 2023 (Spring Break)
- April 10, 2023
- May 10, 2023
- June 2, 2023 (Graduation)

## CONTACT INFORMATION

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

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

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

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

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

## PAYMENT

Please indicate how you wish to pay:

- I have enclosed full or partial payment of \$\_\_\_\_\_ (cash or check payable to "*Marshall High School*")
- I have already paid online via credit card at [gcmnews.net/adpay](http://gcmnews.net/adpay)
- I'd prefer to be invoiced after an ad runs and agree to remit payment within 30 days of receiving an 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 email material or specifications to [advertising@gcmnews.net](mailto:advertising@gcmnews.net)
- 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: \_\_\_\_\_