



## Ashburn Farm Association 2019 Advertising Guide

Dear Advertiser:

It's that time again to start planning for the year ahead. The Ashburn Farm Advertising Guide was developed to help you plan for your advertising needs in 2019. Due to the continued large number of requests for advertising, space is extremely limited. As always, space will be available on a first-come, first-served basis, so please put your requests in early. Reservations for 2019 will be accepted starting on November 15th, 2018.

Our community website, [www.ashburnfarmassociation.org](http://www.ashburnfarmassociation.org), has continued to grow and change over the past year, and we have found that more and more of our residents are frequenting it. Each issue of Across the Fence is posted on the website, so that your print ads will have web exposure too.

We think you will find that your advertising dollars will again be well spent with us this year. With the ability to reach over 4100 homes in Ashburn Farm and unlimited access to others via the Internet, you will have an opportunity to reach a vast number of people through your advertising.

In order to reserve space in the 2019 newsletter, get your orders in as soon as possible! Please look over the reminders below before you mail/email your order, so that you do not miss the deadline:

- You must submit your advertising in digital form (PDF or TIF files are preferred). If you do not submit a digital file, your artwork will be scanned as-is, so that it can be placed into the newsletter layout. We will not be held responsible for loss of output quality for scanned ads, and ads will not be redesigned or altered in any way.
- All advertising must be pre-paid before the ad will run. You can only take advantage of the Extended Contract Rate if you actually pre-pay for 6+ months. If you plan to mail a check monthly, you cannot take advantage of the special rate, and you must pay the Open Rate listed on the Insertion Order for your ad size. If proper payment is not received by the deadline, the ad will not run – no exceptions.
- You must submit BOTH: a signed 2019 Insertion Order Form and a signed 2019 Advertising Agreement to reserve your ad space. These forms represent an agreement between you, the Advertiser, and Ashburn Farm. In order to ensure that advertisers get what they have paid for, these forms must be completed and returned to us before any ad will be run.
- We are unable to bill our advertisers and, therefore, must ask that you submit pre-payment for your ads. Please keep this in mind when submitting your requests for advertising.

If you have any questions, you can always reach me in the office at 703-729-6680 or via e-mail at [ayoung@afhoa.net](mailto:ayoung@afhoa.net). Thank you for advertising with Ashburn Farm Association!

Sincerely,

*Alicia Lough*  
Editor



## 2019 DISPLAY ADVERTISING INSERTION ORDER

21400 Windmill Drive, Ashburn, VA 20147

Editor: Alicia Lough    Email: [ayoung@afhoa.net](mailto:ayoung@afhoa.net)  
Phone: 703-729-6680    Fax: 703-729-0247

**REMINDER:**  
All advertising space is limited and reserved on a first-come, first-served basis.

**CONTACT INFORMATION:**

BUSINESS NAME:	CONTACT NAME:	
EMAIL:		
PHONE:		
ADDRESS:	CITY:	ZIP:

### INFORMATION FOR DISPLAY ADVERTISERS

**DEADLINES AND PAYMENT:** Display ads and payment are due by the 10<sup>th</sup> of the month prior to the month of publication to guarantee insertion. Example: Ad and payment are due Jan 10<sup>th</sup> for February's issue. Please email ads in PDF or TIFF format to [ayoung@afhoa.net](mailto:ayoung@afhoa.net). No cancellations after the initial deadline are allowed.

*Please reserve your ad below by checking the appropriate boxes for the months you would like to advertise.*

DISPLAY AD SIZE and LOCATION <i>Rates are per issue</i>	PRICE Monthly	PRICE 6+mo Discount <i>Prepaid</i>	J A N	F E B	M A R	A P R	M A Y	J U N	J U L	A U G	S E P	O C T	N O V	D E C
<b>BLACK AND WHITE</b>														
1/8 pg (3.5" W X 2" H)	\$95	\$90												
1/4 pg (3.5" W X 5" H)	\$175	\$160												
	\$310	\$290												
Full pg (7.5" W X 9 7/8" H)	\$550	\$500												
<b>COLOR (INSIDE COVERS)    Limited Availability</b>														
1/4 pg (3.5" W X 5" H)	\$195	N/A												
1/2 pg (7.5" W X 5" H)	\$395	N/A												
Full pg (7.5" W X 9 7/8" H)	\$675	N/A												
<b>COLOR (OUTSIDE BACK COVER)    Limited Avail.</b>														
1/2 pg (7.5" W X 5" H)	\$525	N/A												

**TOTAL ADVERTISING CHARGES:** Ad Price/mo \$ \_\_\_\_\_ X Months # \_\_\_\_\_ = Total \$ \_\_\_\_\_

*CHECKS ONLY ACCEPTED.* Please make payable to: *Ashburn Farm Association*  
We have agreed to reserve the above advertising space in the Ashburn Farm Newsletter and understand that advertising cannot be cancelled after the initial deadline:

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



*Across the Fence*  
2019 Display Advertising Agreement

This agreement represents a commitment between the undersigned advertiser and/or agency (referred to herein as “Advertiser”) and the publisher of the *Across the Fence* Newsletter, the Ashburn Farm Association (referred to herein as “Ashburn Farm”), regarding expected placement of advertising and the terms and conditions on which advertising may be reserved.

**TERMS AND CONDITIONS**

- The Advertiser is expected to provide an electronic form of the ad, as either a PDF or TIF file, by the specified copy deadlines. Ashburn Farm will run the advertisement copy, as submitted, with no alterations. The ad can be submitted either on a CD or via email. Please provide the artwork with a resolution of at least 300 dpi. If an electronic submission is not possible in any way, a hard copy of the ad may be sent. The advertisement should be printed on photo quality, matte finished paper. **Please note that the print quality will be lessened significantly if a hard copy version is submitted.** The Association will not be held responsible for loss of output quality, and ads will not be redesigned or altered in any way.
- Advertising sizes and dimensions are as follows:

Business Card	3 1/2” w x 2” h
Quarter Page	3 1/2” w x 5” h
Half Page	7 1/2” w x 5” h
Full Page	7 1/2” w x 9 7/8” h

Advertising copy not submitted in proper size or format, if run, will be run exactly as submitted.

- Ashburn Farm will not be held responsible for output quality if the ad is not submitted according to outlined specifications. If the Advertiser does not submit artwork that meets the designated specifications, the ad may not run, and the Advertiser will still be assessed a charge for the reserved space. If the Advertiser does not submit artwork by the specified copy deadline, copy run in a previous issue will be run and incur the appropriate charges. All artwork and payment must be received in the Ashburn Farm Association Office by the 10<sup>th</sup> of the month prior to the month the ad is to run - **NO EXCEPTIONS**. Any ads cancelled after the closing date deadline will still be charged for the reserved space. Ashburn Farm will not be responsible for reminding the Advertiser of upcoming deadlines and/or pre-payments.
- All advertising space must be pre-paid. Checks should be made out to “Ashburn Farm Association”. Returned checks are charged a \$30 fee, and advertising privileges will be suspended until the account is in good standing. **Ashburn Farm does not bill.** If the reserved space is not paid for in advance, the advertising space is then forfeited.
- Advertising space in this publication is limited and reserved on a first-come, first-served basis. If the Advertiser is submitting an extended period insertion order, Ashburn Farm will give the Advertiser the best opportunity available for ad placement and space at the time of reservation.
- No agency commissions are permitted on advertising rates. If the Advertiser chooses to have agency representation, the contact information must be provided and disclosed at the time of contract. The Advertiser will be directly responsible for payment for reserved advertising space and for making arrangements for ad copy to be delivered by the published deadlines.
- Frequency discounts are available for any Advertiser choosing to reserve space for a period of 6 months or more, certain size restrictions may apply. Pre-payment of the extended term is required. If the Advertiser does not fulfill his extended term commitment, the Advertiser will be charged the Open Rate fee for the coordinating ad space for any ads that had been run. The Advertiser’s privileges for ad placement and reservation will be suspended until the penalty fees are paid in full. If the Advertiser chooses to cancel his extended term contract, the Advertiser must provide 30 days notice in

writing to Ashburn Farm. If any refunds are due, the Advertiser will be given a refund of the remaining credit balance, less the difference in fees from the Open Rate charge for ads that had run up to the point of cancellation.

- Ashburn Farm reserves the right to reject any advertisements that are deemed inappropriate or distasteful for this publication. Disclaimers will be added to advertising containing testimonials or advertorial type materials. No political advertisements are accepted. All advertisements are accepted and published by Ashburn Farm with the understanding that the Advertiser is properly authorized to publish the entire contents and subject matter thereof. Ashburn Farm assumes no liability for errors in index to the Advertiser, errors in key numbers or improper use of coupons forming part of an advertisement.
- Verbal agreements are not recognized. Any communication regarding fulfillment of this agreement must be in writing. Ashburn Farm reserves the right to change advertising rates or mechanical specifications as necessary. Ashburn Farm agrees to give 30-day written notice of any type of changes to this agreement and will enforce any changes by a specified date of which the Advertiser is required to comply.

**ENTIRE AGREEMENT**

This document constitutes the entire agreement of the parties. There are no oral agreements between the parties affecting this agreement. This agreement supercedes and cancels any and all previous negotiations, arrangements, proposals, agreements and understandings, whether written or oral, between the parties with respect to the subject matter hereof.

**LIMITATION OF LIABILITY**

Ashburn Farm is not responsible for any loss or damage caused to the Advertiser. Ashburn Farm’s liability for all breaches of this agreement shall be limited to the price paid by the Advertiser and shall in no event include special or consequential damages, including profits or lost profits.

**PAYMENT**

The Advertiser shall make payment pursuant to the terms set forth in this document and insertion orders for space reservation. In the event of non-payment, Ashburn Farm may commence legal proceedings against the Advertiser without notice and the Advertiser agrees to compensate Ashburn Farm for all of its costs incurred in collecting said sums, including Ashburn Farm’s attorney’s fees and costs. All past due balances shall bear interest at the rate of eighteen percent (18%) per annum, whether or not the demand has been made for payment.

*The Advertiser agrees that he/she has read and understands the terms of this Agreement and in so doing, accepts full responsibility for payment and provision of advertising under the terms of this contract and Insertion Order. An Insertion Order with space reservation and rate charges must be submitted with the accepted contract.*

**Business Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
\_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

\_\_\_\_\_  
**Advertiser Signature**

\_\_\_\_\_  
**Title**

\_\_\_\_\_  
**Printed Name**

\_\_\_\_\_  
**Date**