



FOREST HILL FLYER ADVERTISING CONTRACT

WHERE EXACTLY IS FOREST HILL? Good question! The official neighborhood boundaries are:

On the north side of Forest Hill Avenue: Cedar Lane (west), Forest Hill Park (east), and Riverside Drive (north)

On the south side of Forest Hill Avenue: Westover Hills Boulevard (west), 41st Street (east), and Reedy Creek (south)

WHY ADVERTISE IN THE FOREST HILL FLYER? The Forest Hill Flyer is simply the best way to reach homeowners in Forest Hill. Our quarterly newsletter updates neighbors on social events, city and park news, new commercial development, even neighbor profiles and celebrity pets.

Over 700 copies are *hand-delivered* to every home in Forest Hill. (Approximately 800 total copies are printed for each issue, with the remaining copies available for free at neighborhood sites & events throughout the year.) PDF versions are also posted on-line at www.ForestHillNeighborhood.com

If you want to get your advertising message out to **every resident** in the Forest Hill Neighborhood, the Forest Hill Flyer is the best way to do it!

2010 ANNUAL PUBLICATION SCHEDULE:

Spring Issue:

April 1

Contract & ad deadline:

March 1

Spring & Summer events (Lake Dedication, Farmer's Market, Music in the Park, Neighborhood Yard Sale, etc.)

Summer Issue:

July 1

Contract & ad deadline:

June 1

Summer events (Music in the Park, A Day in the Park With Friends, South of the James Market, plus teasers for Fall events (43rd Street Festival of the Arts, Fall Festival, etc.)

Fall Issue:

September 1

Contract & ad deadline:

August 1

Fall & Winter events (43rd Street Festival of the Arts, Fall Festival, etc.)

Winter Issue:

December 1

Contract & ad deadline:

November 1

Holiday events, annual recap and planning for next year.

STANDARD RATES & AD SIZES:

I agree to purchase the advertising space checked below. Advertising space must be paid in advance.

- 1/8 page** **[3-5/8 (3.625)"w x 2.5"h]** **Spring** **Summer** **Fall** **Winter** **\$25.00**
- 1/4 page:** **[3-5/8 (3.625)"w x 5"h]** **Spring** **Summer** **Fall** **Winter** **\$50.00**
- 1/2 page:** **[7.5"w x 5"h]** **Spring** **Summer** **Fall** **Winter** **\$75.00**
- Full page:** **[7.5"w x 10"h]** **Spring** **Summer** **Fall** **Winter** **\$100.00**

FREQUENCY DISCOUNT: Book your ad in **four consecutive editions** of the Forest Hill Flyer and deduct 10% from standard rate total. (Example: 4 Full page ads for \$360.00)

TOTAL AMOUNT ENCLOSED: \$ _____

Company/Organization: _____

Contact Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Telephone Number: _____

E-mail address: _____

FORMAT FOR CAMERA READY AD:

Please submit your ad as print-ready PDF files (with fonts included.) If you are unable to submit your ad in this format, please contact our design editor, Brent Tennefoss, at the address below.

Please email ad materials to: brentfoss@gmail.com

DEADLINE FOR CAMERA READY AD:

The deadline for submission of camera-ready advertising for each issue is firm. If an advertiser does not meet the deadline, the editor has the option to substitute the following: "(Advertiser) is proud to support the Forest Hill Neighborhood Association. We appreciate your patronage during the year."

REGULATIONS:

Acceptance of advertising material is subject to the approval of the Executive Board of FHNA. As evidenced by signature below, the advertiser agrees to indemnify and protect FHNA from loss resulting from claims or suits based on content or subject matter of advertising. FHNA reserves the right to modify or reject any advertising that it deems objectionable in text or illustration.

PAYMENT:

Make Checks payable to **FHNA**. Payment in full is due upon submission of the executed advertising contract.

Submit payment and executed contract to:

Phil Licking (Forest Hill Flyer)
1000 West 43rd Street
Richmond, VA 23225

(Signature of authorized representative on behalf of the advertiser)

(Date)