

# ADVERTISING CONTRACT

## Prince William County, VA

### COMMUNITIES



**Dominion Valley**  
Family Community, Haymarket, VA



**POTOMAC SHORES**  
Family Community, Dumfries, VA



**The BAGPIPER**  
Family Community, Bristow, VA



**LAKE MANASSAS CONNECTION**  
Family Community, Gainesville, VA



**REGENCY**  
at Dominion Valley  
Active Living 55+ Community - Haymarket, VA

### AD DIMENSIONS

2024/2025

- Classifieds:** text only up to 50 words
- 1/8 Page:** (3 1/2 X 2) - Business card
- 1/4 Page:** (3 3/4 X 4 3/4)
- 1/2 Page:** (3 3/4 w X 10 h) or (8 w X 4 3/4 h)
- Full Page:** (8 w x 10 h)
- Outside Back Cover:** (8 w x 9 h) - to allow for indicia if bleeding final trim (8 1/2 w x 9 h)

All publications are the **only** Official Publications of the Homeowner Associations and contain the information residents **Need to Read and Use for Reference.** They are delivered about three weeks after the deadline to ALL residents in the community. Each issue is published in full color throughout, on 80# gloss text.

#### Distribution:

- The Dominion Valley Voice about **2,800 homes.**
  - The Braemar Bagpiper about **3,000 homes.**
  - The Lake Manassas Connection over **780 homes.**
  - The Regency Review about **1,000 homes.**
  - The Potomac Shores Front Porch about **2,400 homes.**
- All issues of all publications are also posted on the community website via a digital copy.

All ads can be formatted vertical or horizontal with exception of outside and inside covers which must be horizontal. All measurements are in inches.

### RATES

#### Dominion Valley/Braemar/Potomac Shores

Classifieds - Up to 50 words	\$ 55
1/8 Page (business card size)	\$ 175
1/4 Page	\$ 300
1/2 Page	\$ 500
Full Page	\$ 990
Inside Back Cover	Half Page \$ 600
	Full Page \$ 1,100
Inside Front or	Half Page \$ 775
Outside Back Cover	Full Page \$ 1,400

#### Regency/Lake Manassas

Classifieds - Up to 50 words	\$ 55
1/8 Page (business card size)	\$ 150
1/4 Page	\$ 250
1/2 Page	\$ 400
Full Page	\$ 775
Inside Back Cover	Half Page \$ 500
	Full Page \$ 900
Inside Front or	Half Page \$ 650
Outside Back Cover	Full Page \$ 1,100

Name of Business \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Email \_\_\_\_\_

Person Responsible for Placement & Payment \_\_\_\_\_

#### IF PAYING BY CREDIT CARD - PLEASE PRINT CLEARLY

Name on Card \_\_\_\_\_ Exp Date \_\_\_\_\_

Card # \_\_\_\_\_ Card Security Code (CSC) \_\_\_\_\_

Zip code \_\_\_\_\_ Signature \_\_\_\_\_



**This contract does NOT guarantee space. We need the following by the deadlines above:**

- CONTRACT
- PAYMENT (check or credit card or request a payment link sent via email)
- ARTWORK (or material so we can create the ad for you - no charge). Please supply art in a PDF for prepress, 300dpi cymk.

\* Once approved by the client, the publisher is no longer responsible for the content.\*

### NOTE NEW MAILING & CONTACT INFORMATION

IMAGERY - 529 Edmonton Terrace NE - Leesburg, VA 20176  
ImageryAds@aol.com | 703.723.3400

You can also download or fill out a contract on our website at [www.imageryprintva.com](http://www.imageryprintva.com)

### ADVERTISING POLICY

The Dominion Valley Voice, Braemar Bagpiper, Lake Manassas Connection, Regency Review, and Potomac Shores Front Porch are supported by paid advertising. We welcome resident and non-resident advertisers. Residents of their respective communities can take a 10% discount for ads in their community. All advertisers who pay in full, in advance, for yearly contracts can take a 15% discount. All publications are governed by their respective communities, so discounts cannot be negotiated. Ad requests will be accepted on a first-come, first-served basis. The publisher reserves the right to decline any advertisement for any reason.

### DEADLINES

**DOMINION VALLEY**

- SPRING ISSUE: **February 15**
- SUMMER ISSUE: **May 15**
- FALL ISSUE: **August 15**
- WINTER ISSUE: **November 15**

**BRAEMAR, LAKE MANASSAS & REGENCY**

- SPRING ISSUE: **March 1**
- SUMMER ISSUE: **June 1**
- FALL ISSUE: **September 1**
- WINTER ISSUE: **December 1**

**POTOMAC SHORES**

- SPRING ISSUE: **March 15**
- SUMMER ISSUE: **June 15**
- FALL ISSUE: **September 15**
- WINTER ISSUE: **December 15**

**Ad to run in which Publication/Issue(s)**  
(Check the box for each desired issues)

#### Dominion Valley Voice

- Spring  Summer  Fall  Winter

#### Braemar Bagpiper

- Spring  Summer  Fall  Winter

#### Lake Manassas Connection

- Spring  Summer  Fall  Winter

#### Regency Review

- Spring  Summer  Fall  Winter

#### Potomac Shores Front Porch

- Spring  Summer  Fall  Winter

Ad Size: \_\_\_\_\_

Number of Publications: \_\_\_\_\_

Number of Issues (Total): \_\_\_\_\_

Price Per Ad: \_\_\_\_\_

#### Less Discount:

- 10% resident
- 15% **prepay** full year for one publication
- 20% **prepay** full year for 3+ communities

(Please note discounts can **not** be combined)

**TOTAL DUE: \$** \_\_\_\_\_

Please make checks payable to Imagery or supply credit card info on the left and mail or email Imagery.