

# Rock & Vine

## 2026 ADVERTISING AGREEMENT

**ADVERTISE  
WISELY.**

THE HILL COUNTRY'S BEST.

Advertiser \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

### ADVERTISING SPACE RESERVATION

<b>FULL-COLOR PRINT</b>	<input type="checkbox"/> Double Truck	<input type="checkbox"/> Full page
	<input type="checkbox"/> 1/2 page (horizontal)	<input type="checkbox"/> 1/2 page (vertical)
<b>FREQUENCY</b>	<input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall <input type="checkbox"/> Winter	
<b>PRICE PER ISSUE \$</b>		<b>TOTAL PRICE \$</b>
<b>DURATION</b>	Start Date: _____	End Date: _____
<b>NOTES</b>		

I have read the advertising contract, and agree to the terms and conditions set forth on this page and in the current rate card.

Signature \_\_\_\_\_ Name Printed \_\_\_\_\_ Date \_\_\_\_\_

FSRP Signature \_\_\_\_\_ Name Printed \_\_\_\_\_ Date \_\_\_\_\_

### PRODUCTION SCHEDULE

Rock & Vine	SPACE DEADLINE	DISTRIBUTION
Winter	December 10, 2025	January 2026
Spring	March 6, 2026	April 2026
Summer	June 5, 2026	June 2026
Fall	September 4, 2026	September 2026

#### GENERAL POLICY

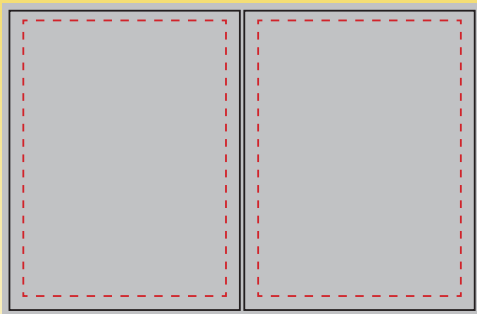
All advertising is subject to the Fredericksburg Standard approval. The Fredericksburg Standard reserves the right to reject advertising that is not in keeping with the publication's standards. Ad positioning and Premium page placement cannot be guaranteed unless authorized by The Fredericksburg Standard prior to publication.

#### TERMS AND CONDITIONS

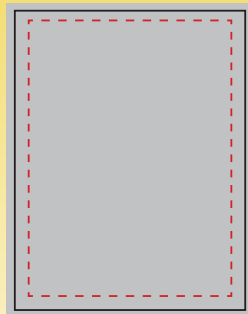
This agreement is binding. In the event of non-compliance, The Fredericksburg Standard reserves the right to re-charge all advertising at earned rates as per its published rate.

All advertising must be paid in advance of publication date deadline unless credit has been established. The Fredericksburg Standard terms of payment are within 30 days for credit, and that all regular credit policies apply. We accept all major credit cards for payment purchases (American Express, Visa, and Discover).

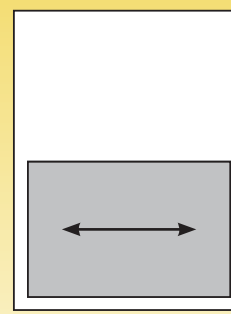
### SIZES



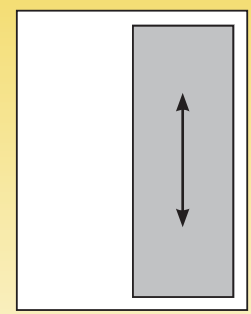
**DOUBLE TRUCK**  
17.25" x 11.375" - Bleed  
16.75" x 10.875" on each page - Trim



**FULL PAGE**  
8.875" x 11.375" - Bleed  
8.375" x 10.875" - Trim



**1/2 PAGE**  
Horizontal  
7.95" x 4.95"



**1/2 PAGE**  
Vertical  
3.85" x 10"

### RATES

	4x	2x	1x
DOUBLE	\$2,600	\$3,200	\$3,400
FULL PG	\$1,300	\$1,700	\$2,000
1/2 PG	\$700	\$1,000	\$1,200

All rates are net. Ad size can change monthly.

### PREMIUM

	1x
Inside Front Cover	\$2,500
Inside Back Cover	\$2,500
Back Cover	\$3,000

All rates are net. Ad size can change monthly.

### SPECS

Please provide print-resolution PDF with embedded fonts, CMYK colors and flattened transparency. Images should be 300dpi. No crop marks.