



ADVERTISING AGREEMENT

2026-27 Rising Stars Season

Building a Great Community with Great Music

This Advertising Agreement (the Agreement) is entered into between the Fredericksburg Symphony Orchestra (FSO) and the advertiser identified below (Advertiser). Advertiser orders the placements selected in this Agreement and agrees to the rates, production requirements, payment terms, and General Terms on Page 3.

1. Advertiser Information

Legal business or organization name

Primary contact and title

Billing address

City, state, ZIP

Telephone

Email

2. Advertising Order

SELECTION	FORMAT	FINISHED SIZE	RATE / PROGRAM
☐	Full page - color	6" x 7.5"	\$450
☐	Full page - black and white	6" x 7.5"	\$350
☐	Half page	6" x 3.625"	\$250
☐	Quarter page	2.875" x 3.625"	\$150
☐	Eighth page / business card	2.875" x 1.625"	\$125

Select program placement(s)

☐ Sept. 19 - Season Opener

☐ Oct. 24 - Timothy Chooi

☐ Dec. 18-19 - Holiday Pops*

☐ Feb. 13 - George Li

☐ May 22 - Beethoven's Ninth

☐ Full-season package - all five program books

Holiday Pops advertiser advantage: One placement appears in the shared program book distributed at both December performances, providing potential exposure to as many as 2,000 attendees at the single-program rate. Attendance and distribution are not guaranteed.

Gross advertising fee

Discount, if applicable

Total amount due

3. Rates, Season Package, and Schedule

Single-program rates remain those stated on Page 1. The December Holiday Pops placement is included in the shared program book for both performances at the single-program rate, offering potential exposure to as many as 2,000 attendees. The full-season package places the same advertisement in all five 2026-27 program books and applies a 15% discount to the five-placement total. The package also includes one eighth-page/business-card placement in FSO's Symphony Supporters newsletters during the season, subject to space and production schedules.

FORMAT	1 PROGRAM	2	3	4	5	FULL-SEASON 15% DISCOUNT
Full page - color	\$450	\$900	\$1,350	\$1,800	\$2,250	\$1,912.50
Full page - B/W	\$350	\$700	\$1,050	\$1,400	\$1,750	\$1,487.50
Half page	\$250	\$500	\$750	\$1,000	\$1,250	\$1,062.50
Quarter page	\$150	\$300	\$450	\$600	\$750	\$637.50
Eighth / business card	\$125	\$250	\$375	\$500	\$625	\$531.25

Materials and payment deadlines

PROGRAM BOOK	PERFORMANCE DATE	ARTWORK / PAYMENT DUE
Season Opener	Saturday, Sept. 19, 2026	Friday, Aug. 21, 2026
Classical Masterworks: Timothy Chooi	Saturday, Oct. 24, 2026	Friday, Sept. 25, 2026
Holiday Pops: Christmas Bells Are Ringing	Friday-Saturday, Dec. 18-19, 2026	Friday, Nov. 20, 2026
Rising Stars: George Li	Saturday, Feb. 13, 2027	Friday, Jan. 15, 2027
Season Finale: Beethoven's Ninth	Saturday, May 22, 2027	Friday, Apr. 23, 2027

A single-placement order is payable in full when the signed Agreement is returned. A full-season package may be paid in full or in three equal installments: one-third with the signed Agreement, one-third by November 20, 2026, and the balance by January 15, 2027. FSO may withhold an advertisement from publication while an invoice is past due.

4. Artwork Specifications and Delivery

File format	Press-quality PDF preferred; high-resolution JPEG accepted. Files must be final, flattened, and ready to place.
Resolution / color	300 dpi at final size. Color advertisements should be supplied in CMYK; black-and-white advertisements in grayscale.
Dimensions	Use the exact finished dimensions shown on Page 1. No bleed is required unless FSO provides separate written instructions.
Fonts / images	Embed all fonts and confirm that logos and images are licensed and reproduce clearly.
Submission	Email artwork and production questions to info@fredericksburgsymphony.org . Identify the Advertiser and selected program book(s) in the subject line.

Production note: FSO is not obligated to design or substantially revise advertising artwork. If FSO agrees to make minor technical adjustments, Advertiser remains responsible for reviewing and approving the final proof by the deadline provided.

5. General Terms

1. Acceptance and placement.	This Agreement becomes binding when signed by both parties or when FSO accepts payment and artwork, whichever occurs first. Placement within a program book is at FSO's reasonable discretion. FSO does not guarantee placement next to particular editorial content, performers, or other advertisers unless stated in a separate written addendum.
2. Content standards.	FSO may reject or request revision of material that is unlawful, misleading, defamatory, discriminatory, obscene, politically partisan, inconsistent with FSO's nonprofit mission, or likely to imply an endorsement by FSO. A rejection under this paragraph will result in a refund of the affected placement if acceptable replacement artwork cannot be supplied on time.
3. Advertiser warranties.	Advertiser represents that it owns or has permission to use all names, trademarks, images, testimonials, music-related references, and other content in the advertisement; that the advertisement is accurate; and that publication will not violate any law or third-party right.
4. Indemnification.	Advertiser will defend, indemnify, and hold harmless FSO and its directors, officers, employees, contractors, and volunteers from third-party claims, damages, liabilities, and reasonable costs arising from the advertisement, Advertiser's breach of this Agreement, or infringement caused by materials supplied by Advertiser.
5. Proofs and errors.	Advertiser must promptly review any proof FSO provides. Approval or failure to respond by the stated deadline authorizes publication. FSO's liability for an error attributable solely to FSO is limited, at FSO's option, to a corrected placement in a comparable future publication or a refund of the affected placement fee. FSO is not responsible for minor variations in color, trim, or reproduction.
6. Cancellation.	Advertiser may cancel a future placement by written notice received before its artwork deadline. FSO will refund fees paid for that future placement, less any nonrecoverable production expense already incurred. Full-season discounts are conditioned on completing all five placements; if Advertiser cancels part of the package, completed placements may be recalculated at the applicable non-discounted rate. No refund is due after an artwork deadline except as expressly stated in this Agreement.
7. Schedule changes and force majeure.	If FSO cancels a program book or cannot publish it because of circumstances beyond its reasonable control, FSO may transfer the advertisement to a comparable FSO publication or refund the unused placement fee. FSO is not liable for consequential, incidental, or lost-profit damages.
8. Relationship and endorsement.	Advertising does not create a partnership, agency, sponsorship, exclusivity arrangement, charitable contribution, or endorsement by either party. Advertiser may state factually that it advertises with FSO but may not use FSO's logo without separate written permission.
9. Notices; assignment; entire agreement.	Notices must be sent to the contact information in this Agreement, including by email. Advertiser may not assign this Agreement without FSO's written consent. This Agreement and any signed addendum contain the entire understanding regarding the order and may be amended only in writing signed by both parties.
10. Virginia law.	This Agreement is governed by the laws of the Commonwealth of Virginia. If a provision is unenforceable, the remaining provisions remain effective. Electronic and counterpart signatures are valid.

6. Authorization and Signatures

The undersigned certify that they are authorized to bind their respective parties, have reviewed all three pages, and accept this Agreement.

ADVERTISER

FREDERICKSBURG SYMPHONY ORCHESTRA

Authorized signature _____

Authorized signature _____

Printed name and title _____

Printed name and title _____

Date _____

Date _____

Return agreement and payment to:
Fredericksburg Symphony Orchestra
P.O. Box 1460
Fredericksburg, VA 22402

Artwork and inquiries:
info@fredericksburgsymphony.org
540-370-2399
fredericksburgsymphony.org