



Artist Advertising Agreement

La Quinta Arts Festival

March 7-10, 2019



PROGRAM SPECS

Actual program size: 4.25" wide x 11" high
 Minimum number of pages per piece: 64
 Circulation: 25,000 • Readership: 50,000

NEW AD SIZES! PLEASE DOUBLE CHECK YOUR SPECIFICATION SIZES WHEN SUBMITTING AD

AD RATES (FOUR-COLOR)

	PRICE	AD TRIM SIZE	AD WITH BLEED SIZE
Full Page	\$950	4.25" x 11"	4.5" x 11.25" (1/8 bleed all sides)
Half Page Vertical	\$550	4.25" x 5.5"	4.5" x 5.75" (1/8 bleed all sides)
Quarter Page Horizontal	\$275	4.25" x 2.75"	4.5" x 3" (1/8 bleed all sides)
Back Cover (full bleed) SOLD	\$1,250	4.25" x 11"	4.5" x 11.25" (1/8 bleed all sides)
Inside Front Cover (full bleed) SOLD	\$1,250	4.25" x 11"	4.5" x 11.25" (1/8 bleed all sides)
Inside Back Cover (full bleed)	\$1,100	4.25" x 11"	4.5" x 11.25" (1/8 bleed all sides)
Double page spread (full bleed)	\$1,850	8.5" x 11"	8.75" x 11.25" (1/8 bleed all sides)

RESERVING AD SPACE

Call Kathleen at 760-564-1244 ext. 108 or e-mail: kathleen@lqaf.com

SUBMITTING AD MATERIALS

E-mail or CD preferred via the following delivery options: E-mail: Kathleen@LQAF.com
 Delivery Address: La Quinta Arts Foundation, 78150 Calle Tampico, Suite 215, La Quinta, CA 92253

AD CREATION GUIDELINES:

4 Color Process

Preparing Files

For best results please follow our guidelines:
 (we are not responsible for ads built outside of these specifications)

FILE FORMAT:

We accept the following file format: **PDF FILES ONLY.**

FILE SIZE:

The maximum acceptable combined file size for all uploads is **10 MB.**

RESOLUTION:

All file formats must have a minimum of 300 dpi (dot per inch) resolution. The images designed for the web are done at a low screen resolution of 72 dpi. Print images need to be created at 300 dpi or there will be a substantial drop in the image quality. Ads will print "as is".

COLOR MODE:

All color artwork and/or images must be provided in CMYK (cyan, magenta, yellow, black) color mode. Ads not created in CMYK will be converted at print.

BLEED:

Add .125" bleed to all 4 sides if applicable.

CROP MARKS:

Please build your press-ready digital files by adding crop marks, and then exporting pdfs with the crops included outside of the bleed if applicable.

FONTS:

- Fonts must be embedded in PDF files.
- Fonts must be outlined or converted to paths or curves in EPS files, prior to exporting to PDF.

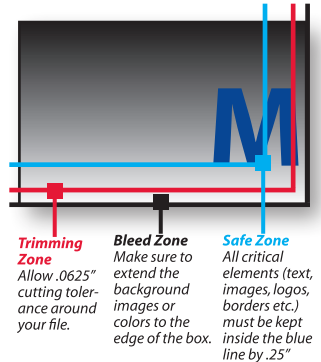
SAFE ZONE:

All critical elements (text, images, logos, borders etc.) MUST be kept at least **0.25"** inside the edge of all sides. Anything left close to edge may be cut off during trimming.

AD PRODUCTION

Additional charges will apply for advertisers requesting production of ad, (layout, copy writing, etc.) Amount will depend on extent of work. Charges will be estimated and approval in advance.

ADS NOT MEETING REQUIRED SPECIFICATIONS WILL BE REJECTED.



Yes, I am interested in this advertising opportunity. Enclosed is my check for \$_____

You may pay by credit card on our website. www.LQAF.com/product-category/event-participation

Name _____

Mailing Address _____

City, State, Zip _____

Phone # 1 _____ Phone # 2 _____

Email _____ Website _____

Signature _____ Date _____

La Quinta Arts Foundation reserves the right for final approval of advertising content and advertisers.

DEADLINES:

To reserve advertising space
December 30, 2018
 (10% discount if paid by 12/30)

PAYMENT DUE:

January 5, 2019

SUBMIT PRESS-READY

ART WORK:

January 10, 2019