



LA QUINTA ART CELEBRATION™

Experience Amazing Art!

March 5-8, 2020

Artist Advertising Agreement

AD RATES (FOUR-COLOR)

Full Page	\$950
Half Page Vertical	\$550
Quarter Page Horizontal	\$275
Back Cover (full bleed)	\$1,250
Inside Front Cover (full bleed)	\$1,250
Inside Back Cover (full bleed)	\$1,100
Double page spread (full bleed)	\$1,950

PRICE

PROGRAM SPECS

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

AD TRIM SIZE

Full Page	4.25" x 11"	AD WITH BLEED SIZE
Half Page Vertical	4.25" x 5.5"	4.5" x 11.25" (1/8 bleed all sides)
Quarter Page Horizontal	4.25" x 2.75"	4.5" x 5.75" (1/8 bleed all sides)
Back Cover (full bleed)	4.25" x 11"	4.5" x 3" (1/8 bleed all sides)
Inside Front Cover (full bleed)	4.25" x 11"	4.5" x 11.25" (1/8 bleed all sides)
Inside Back Cover (full bleed)	4.25" x 11"	4.5" x 11.25" (1/8 bleed all sides)
Double page spread (full bleed)	8.5" x 11"	8.75" x 11.25" (1/8 bleed all sides)

RESERVING AD SPACE

Kathleen at: kat@scopeevents.org

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 to 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.

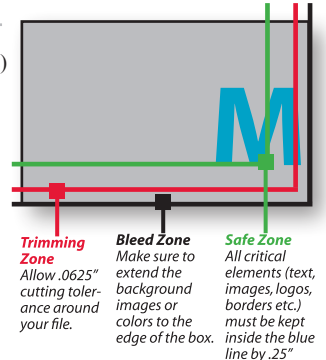
FONTS: Fonts must be embedded in PDF files. Fonts must be outlined or converted to paths or curves in EPS files, prior to exporting to PDF.

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.



DEADLINES:
 To reserve advertising space
January 10, 2020
 (10% discount if paid by 12/30)

PAYMENT DUE:
January 10, 2020

SUBMIT PRESS-READY ART WORK:
January 10, 2020

Yes, I am interested in this advertising opportunity.

Pay by credit card with card that LQAC already has on file.

Enclosed is my check for \$ _____

Name _____

Mailing Address _____

City, State, Zip _____

Phone # 1 _____ Phone # 2 _____

Email _____ Website _____

Signature _____ Date _____

SCOPE Events, PO Box 104, La Quinta, CA 92247

La Quinta Art Celebration™ reserves the right for final approval of advertising content and advertisers.