

Celebrating 36 years
of providing diverse
programs of the
performing and
visual arts



2011 Concerts on the Green

FREE Concerts, Movies & Events

Warner Center Park,
Woodland Hills

Media Guide
and Specifications



Jim Brammer



About Our Concerts on the Green Program

Over 15,000 high quality, full color programs will be printed and distributed during this year's Summer Concert and Movie events.

The concerts begin on Sunday, June 5th, and continue every Sunday through August 28th at the beautiful Lou Bredlow Pavilion in Warner Park. There is also a very special 4th of July Fireworks show and Concert Extravaganza.



This program is an important fundraiser for the Valley Cultural Center. It will provide advertisers with an excellent opportunity to reach out to 150,000, very demographically desirable valley concert goers. An ad can appear in the printed program as well as on our website. Your advertisement will have multiple advertising impressions because our concert attendees keep the program guide and refer to it often and they can now see it on-line with updated information weekly.

This year we also very excited to offer additional advertising opportunities through our new **VCC Marketplace**. The VCC Marketplace is a special business directory located in the middle of the program. All program listings come with a free online listing with hyperlinks back to your website. Or, if you prefer, an online only listing may be purchased separately. (See page 6 of our guide).

We look forward to your participation in the Valley Cultural Center's **Concerts on the Green** program guide.

Please do not hesitate to call me if you have any questions.

Cordially,

Bob Austin

bob4vcc@gmail.com

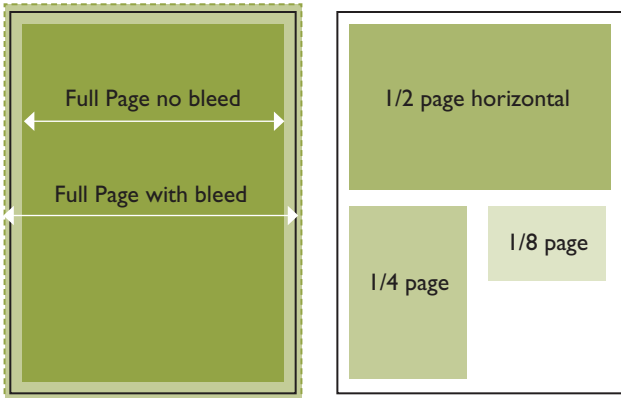
818-714-1316



photos courtesy of Jim Brammer



Ad Sizes, Rates and Guidelines



Page trim size = 8.5 x 11, For ads with bleeds, build pages to dimensions and add 0.125" bleed on all sides: LIVE AREA = 0.25" in from trim, BLEED = 0.125" beyond trim.

PROGRAM AD DIMENSIONS		
SIZE	WIDTH	DEPTH
Full Page	7.5	10
Full Page Bleed	8.75	11.25
1/2 Page Horizontal	7.5	4.875
1/4 Page	3.625	4.875
1/8 Page	3.625	2.325

SUBMISSION GUIDELINES

Web: Post files up to 5MB and include a PDF for on-screen proofing. Compress (Zip/Stuff) all files over 5MB. Upload your files to:

www.valleycultural.org/concert-ads/

Login: **vccprogram**

Password: **vccads2011**

- Include the advertiser's name in the file name
- E-mail or call your sales associate when you have uploaded your ad

Disc: Put files over 5MB on a Mac compatible disc (CD or 100MB Zip) and send them directly to VCC.

FILETYPES

PDFX 1a or Press-Optimized PDF files (Acrobat v4 compatible)

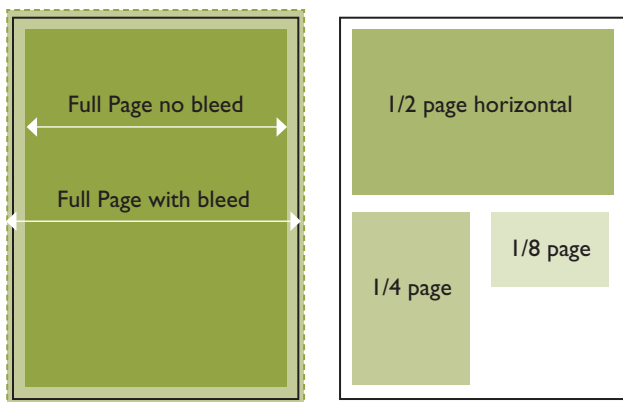
- Print postscript to file and then distill using the "PDFX 1a" (this is the preferred setting) or "Press-Optimized" settings in Acrobat Distiller.
- When creating PDFs, do not use the "Export" or "Save as" PDF commands in any application, particularly in Adobe InDesign
- Embed all fonts.
- All images/scans must be high resolution (300 dpi or above).
- Use CMYK mode for all colors and images (no spot colors, RGB, LAB, or ICC color profiles)
- Other file types accepted are .TIF, .EPS, and .JPG at 300 dpi.

AD RATES - FULL COLOR	
SIZE	RATE
Inside Front Full Page	\$3500
Inside Back Full Page	\$3100
Full Page	\$2750
1/2 Page Horizontal	\$1500
1/4 Page	\$975
1/8 Page	\$500
Marketplace (See page 6 for details)	
1/8 Page Listing in VCC's Marketplace Concert Program (includes, name of business, 50-word description, one picture or logo, phone number and web address. Also includes a FREE online listing on the VCC website.	\$500
Online Only Listing in VCC's Marketplace (includes, name of business, 50-word description, phone number and web address.	\$250

NOTE:

Press ready ads must be made to exact size. If press ready artwork is not supplied as agreed upon, ad prep charges may apply. Note that ads with coupons are NOT acceptable.

Custom Ad Creative Services



Page trim size = 8.5 x 11, For ads with bleeds, build pages to dimensions and add 0.125" bleed on all sides: LIVE AREA = 0.25" in from trim, BLEED = 0.125" beyond trim.

CUSTOM AD CREATION RATES			
SIZE	WIDTH	DEPTH	BASE RATE
Full Page	7.5	10	\$500
Full Page Bleed	8.75	11.25	\$500
1/2 Page Horizontal	7.5	4.625	\$300
1/4 Page	3.625	4.625	\$225
1/8 Page	3.625	2.325	\$150

AD CREATION BASE RATES INCLUDE:

- Ad creation includes one design proof (PDF) for look and feel of the ad.
- After that 2 rounds of revisions and new PDFs may be made until final design is approved.
- Approvals may be made via email.
- Alterations or revisions requested after two rounds of will result in an additional hourly charge of \$70/hr.

CHECKLIST FOR CUSTOM AD CREATION

Valley Cultural has retained the services of Graphics Plus to provide professional ad design and production at reasonable rates. When submitting artwork the following file types are accepted.

- Logos should be supplied as either Vector graphics (.AI or .EPS Adobe Illustrator files) or 300 dpi tif or JPG files
- Additional photography or artwork must be supplied as 300 dpi or better artwork.
- Text for ad is to be supplied as a Microsoft Word document
- **Images captured from a website are NOT acceptable.**
- **Ads with coupons are not acceptable.**

Contact David Hell at imaging@graphicspluseattle.com or 206.762.3554

For Restaurant Advertisers Only!

LIMITED, 100% TRADE OFFER FOR RESTAURANT ADVERTISERS ONLY!

Valley Cultural Center is now promoting local restaurants as part of their 2011 membership drive. New members will receive a complimentary, restaurant Gift Certificate in their new member packet.

Benefits to your restaurant as an advertiser in the Restaurant Guide...

- We can accept restaurant gift certificates as payment in full for your display ad.
This saves you a substantial advertising cost!
- Many of our concert attendees eat out before or after the concert and they tend to dine out more often than the average person throughout the year.
- Gift certificates will bring new customers to your restaurant. **This will promote repeat business & increase your customer base accordingly!**
- Diners will receive only one Gift Certificate and they usually do not dine alone. When they use your gift certificates they will be paying the difference.
This provides additional cash flow for your restaurant!
- The editorial in the restaurant guide is free. With a 1/4 page ad or larger, we can include a 50-word editorial promoting your restaurant!
- Free programs will be distributed at the concerts throughout the season, via advertisers and selected high-traffic pick-up locations throughout the region.

Thus the combined display ad and Gift Certificate promotion is a very cost-effective way to promote your restaurant to local patrons who dine out often!

This is a limited time offer; available on a first-come, first-serve basis only!
Please call:

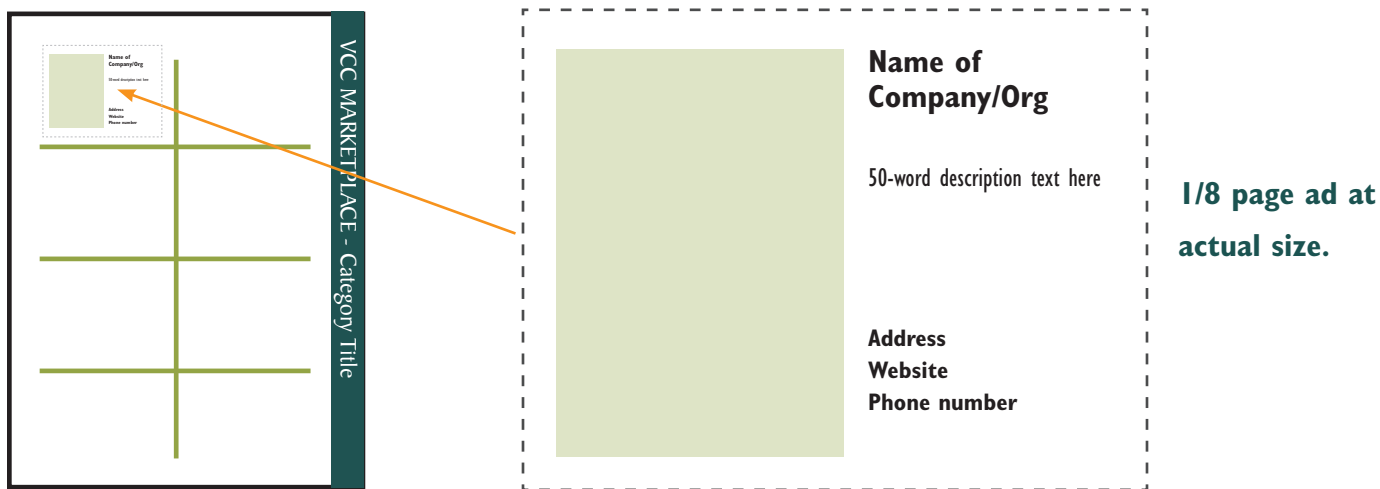
Bob Austin
818-714-1316
bob4vcc@gmail.com

VCC Marketplace Ads - An additional opportunity

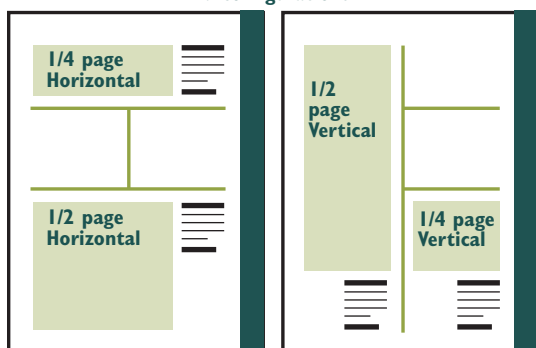
The VCC Marketplace is placed conveniently in the middle of the **Valley Cultural Concerts on the Green Program** and is an elegant way to list your business. With lots of white space, the VCC Marketplace is uncluttered and provides the extra benefit of being a directory for shoppers who like to support businesses who support the arts and their community. List your ad under one of these four categories: **Non-profit Organizations, Retail, Service, and Restaurants**. Each listing will be placed on a first come, first serve basis. Additionally, all VCC Marketplace listings in the program are automatically listed in our *text only* directory at: **www.ValleyCultural.org/vcc-marketplace**

Based on a 1/8 page grid system, each listing contains the following:

- Name of company in bold at top
- 50 word description of your business or organization
- Website, address, and phone number in bold
- One image (your image may contain your logo but we recommend picking one picture to represent your company to keep the listings uncluttered).
- Sizes are available as 1/8 page, 1/4 page, 1/2 page and exclusively for restaurants, full page listings are available.
- Text and image for ad may be uploaded online at: **www.valleycultural.org/vcc-marketplace-upload**
- **Images captured from a website are NOT acceptable.**
- **Ads with coupons are not acceptable.**



Ad configurations



All ads regardless of size are limited to a 50-word description. However, larger ads may have bigger picture areas. All images must be high res, 300 dpi images.

Picture sizes are as follows:

- 1/8 page = 1.5" W x 2.125" H
- 1/4 page Horizontal = 5.25"W x 2.125" H
- 1/4 page Vertical = 3.375"W x 2.5" H
- 1/2 page Vertical = 3.25"W x 7.625" H
- 1/2 page Horizontal = 5.25"W x 4.625" H
- Full page (*for restaurants only*) = 7" W x 7.5" H

Insertion Order

Please fill out and print this insertion order and fax back to: 818-704-1604.

Date: _____ Contact Name: _____

Company Name/Organization: _____

Address Line 1: _____

Address Line 2: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

Payment method:

Enclosing a check

Charge my:

Visa MasterCard Discover

American Express

Card No.: _____

Exp. Date: _____ CVV Code: _____

Signature: _____

Press Ready Ads

Press ready ads must be made to exact size. If press ready artwork is not supplied as agreed upon, ad prep charges may apply.

NOTE:

Please write your initials in the column next to the ad you wish to place in the Valley Cultural Center's Concerts on the Green Program.

By signing this insertion order, you acknowledge that you have read and understand the ad guidelines listed in this document.

Signature _____

Title _____

CONCERT PROGRAM AD Selection				
PLEASE INITIAL	SIZE	RATE	WIDTH	HEIGHT
	Inside Front Full Page	\$3500	8.75 in	11.25 in
	Inside Back Full Page	\$3100	8.75 in	11.25 in
	Full Page	\$2750	7.5 in	10 in
	Full Page Bleed	\$2750	8.75 in	11.25 in
	1/2 Page Horizontal	\$1500	8.75 in	4.625 in
	1/4 Page	\$975	3.625 in	4.625 in
	1/8 Page	\$500	3.625 in	2.325 in

VCC MARKETPLACE Selection				
All listings in VCC's Marketplace Concert Program include: Name of business, 50-word description, one picture, phone number, address, and web address. Also includes a FREE online listing on the VCC website.				
(SIZES LISTED ARE FOR PICTURES ONLY)		WIDTH	HEIGHT	
	Full Page (For Restaurants Only)	\$2750	7 in	7.5 in
	1/2 Page Horizontal	\$1500	5.25 in	4.625 in
	1/2 Page Vertical	\$1500	3.25 in	7.625 in
	1/4 Page Horizontal	\$975	5.25 in	2.125 in
	1/4 Page Vertical	\$975	3.375 in	2.5 in
	1/8 Page	\$500	1.5 in	2.125 in
	Online Only Listing in VCC's Marketplace (includes, name of business, 50-word description, phone number and web address.	\$250	May be purchased separately	

Artwork Due by: _____

Additional Information: _____

