

Hollywood Fringe Participant Packet

Congratulations, and welcome to the Hollywood Fringe Festival! Fringe is your playground, and we encourage you to make the most of it: explore, express yourself, meet new people, broker new partnerships, and have some fun. We'll be here if you need us.

Starting in 2008, we committed ourselves to making an arts festival in Hollywood that would support the huge variety of artists and producers who come here. We wanted to find an open environment where people could share and celebrate together. In 2010, we accomplished our goal – and summer 2011 promises to be even more incredible!

During the festival, we'll have teams of volunteers in the streets with buttons, guides and goodwill making sure everyone in Hollywood knows there is a festival going down; however, turning passersby into audience members is a challenge that falls largely on your shoulders. We know that all of you, like us, have dedicated many tireless hours to this festival already – so we've developed this handy packet as a way to help you through the rest of the process.

Thank you for your participation. Without your dedication, ambition, ingenuity, tenacity and courage (as well as countless other adjectives), we would not exist. Seriously. Thanks.

The buzz is deafening. The stage is set. The curtain is about to go up on Hollywood Fringe Festival 2011.

Fringe on!

The Hollywood Fringe Team

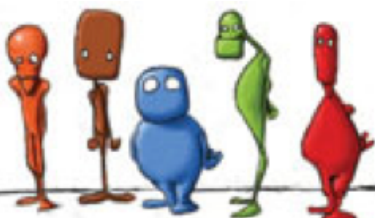
PROMOTIONAL IDEAS AND OPPORTUNITIES

ADS

You can purchase ads on the Hollywood Fringe site with special participant rates. This is an incredibly effective and inexpensive way to draw a wider audience to your show. Visit www.hollywoodfringe.org/ads to check out your options. Through April 15, participants can purchase discounted ads in the printed Fringe Guide-- so get your ads submitted today.

GUIDE

By April 15, you need to make sure your text for the guide is accurate. Need more information? See this article for information on how to change your guide text: hollywoodfringe.org/welcome We'll be printing 15,000 Fringe Guides for immediate distribution.



Please contact us at support@hollywoodfringe.org if you'd like to know where you can pick up Guides to distribute. The guides are scheduled to drop in early May.

PREVIEWS

This year a group of Fringe venues is hosting preview performances of Fringe shows June 9-14. Previews are a new program added this year to help jump-start the buzz for the festival a week early, especially with press.

The following venues are currently providing slots for previews: Fringe Central, Theatre Asylum, Open Fist, and Complex Theatres. Contact these venues directly through the Fringe site to book preview shows.

FUNDRAISING

While it is possible to make a profit without a fundraising campaign, it will take a lot of pressure off of your production if you raise some money in advance. Fundraising is a great chance to get creative and build buzz around your production, too! Several Fringe participants have used www.kickstarter.com, an interactive site that will only collect money from your donors when your full amount has been pledged, meaning you have to hustle and make sure you stick to your goals! Silent auctions, bake sales, or extravagant nighttime entertainment (with ticket sales being donated to your cause!) are some other great options.

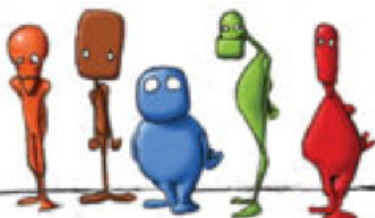
SOCIAL MEDIA

Social media is one of the best ways to get noticed by an audience as well as the press. Get yourself out there in as many mediums as possible! Many of you have already developed a website, Facebook page, or more for your production. Stay active, vocal, and get noticed! Groups that put effort into this will reap the rewards – more reviews, stories, and sold out houses.

Be sure to follow [@hollywoodfringe](https://twitter.com/hollywoodfringe) and use the official Fringe 2011 hashtag ([#hfff11](https://twitter.com/hashtag/hfff11)) for all your Fringe news.

NETWORK

We really can't emphasize enough how important it is to network with others outside your production. You can have the greatest show on earth, but if you don't instill interest in other people, you might not get the full house you imagine. We found that some of the most successful shows in 2010 were put up by participants who got out and saw a lot of other shows, hung out at Fringe Central or other gathering places constantly, and who took every opportunity to talk about their show. We suggest you do the same!



FLYERS

Printing postcards, flyers, and programs for your show to distribute is a great way to market your material. You may choose to actively hand out flyers on the streets, while others find that leaving postcards at Fringe venues can get the word out even when they're not around.

You should...

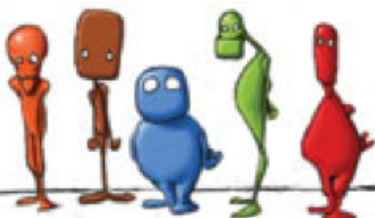
- Put creativity into your printed materials-- unique postcards can help your chances to bring in new audience
- Make sure the main text is legible, even from a few feet away
- Include everything: What, Where and When are the most important details. You should also include the Hollywood Fringe Festival Logo which you can download at hollywoodfringe.org/branding
- Spell check! Yes, it may seem obvious, but don't be the one crying into your flyers at the printer!
- Offer your postcards engagingly on the street
- Place your postcards in other Fringe venues & hotspots. Make sure to talk with the venue manager first. Let them know you are part of the Hollywood Fringe, and they'll let you know where you can display your materials.

You shouldn't...

- Litter!
- Move or cover up other people's postcards with your own. If you're having trouble finding room for your materials, consult with the venue's manager.
- "Hijack" an audience by handing out postcards to patrons walking out of a show unless you have permission from the producers and it's done discreetly.
- Print more flyers than you need - be mindful of the environment.

FRINGE CORRESPONDENTS

In 2010, two Fringe team members went to over 60 Fringe performances to interview the individuals behind the projects! This year, we'll have more correspondents out in the field to cover your shows. If you'd like us to see your show, we'll come by with a camera and interview you before or after and post the interview on the Fringe website the following day. If you're interested in scheduling a correspondence, contact Stacy Jones, our PR Director, at stacyjones@hollywoodfringe.org. Please reach out to us sooner rather than later, as our availability will fill up quickly, and slots are scheduled on a first-come-first-served basis.



DISCOUNTS

Discounts are a great way to get extra butts in seats, and participant discounts in particular are a great way to entice other festival peeps to come see your show. All discounts can be entered when purchasing tickets online. You can add discount codes through your project dashboard on the Fringe website.

THE PRESS

If you haven't already, make a press release and send it to as many Los Angeles media outlets as possible. Last year, we also directed the press to Hollywood Fringe profile pages to determine whether or not it was something they wanted to review, and most were selected based on the quality of the press release that they posted on their page.

To learn how to post your press release to the Fringe website (strongly recommended), check out this link: hollywoodfringe.org/participant_press

Keys to a good press release:

- A catchy title and first sentence
- Clear message
- A pitch enticing enough to make someone want to see your show
- The Details: Time, Date, Location, Ticketing Info, and a part of the Hollywood Fringe Festival!

We have had the most success with the Media Sponsors listed below, but you should also reach out to the LA Times, Angeleno Magazine, LA Theatre Review, and more. It's customary to give free passes (and good seats!) to the press.

MEDIA SPONSORS

The following sponsors are offering discounted rates for Fringe participants on advertising and more!

- **LA Stage Alliance** is offering member-level advertising rates in the LA Times starting as low as \$35/week as well as half-price ticket sales through LA Stage tix and automatic inclusion in a weekly email that goes to 25,000 performing arts patrons.

To take advantage of this offer, go to LAStageAlliance.com and log in with the name of your COMPANY (as listed on the Fringe website). Your password is the LAST NAME of your project's primary contact.

If you have at least 12 performances, you may be eligible for consideration by the Ovation



Awards, Southern California’s high-profile, peer-judged awards for excellence in theatrical production, performance and design!

- **LA Weekly** is offering discounted advertising to Fringe Participants! As a Fringe participant you can get 50% off of their non-profit rates (on anything from full page print ads to online ads and targeted text messages). Please see the attached rates and Print Specs at the end of this packet, and contact Chris Blake at cblake@laweekly.com if you’re interested.
- **Discover Hollywood** will take 33% off the 1X rate for ads or listings for Fringe Participants, which breaks down like this:

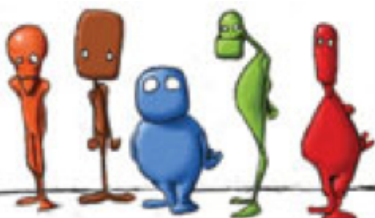
	1X rate	Fringe rate
Full Page	\$5060	\$3360
2/3 Page	\$3365	\$2285
1/2 Page	\$2645	\$1775
1/3 Page	\$1895	\$1270
1/4 Page	\$1380	\$ 925
1/6 Page	\$ 985	\$ 660
Listing	\$ 345	\$ 200

- **Backstage** offers a variety of free and cost-effective tools to help you find talent while creating buzz for your projects. And now producers, directors, and casting directors can run notices seeking cast and/or crew for their Hollywood Fringe Festival projects across Back Stage’s print-and-online media network for 50% off.

To get started, visit www.BackStage.com/FindTalent and create a free Casting Center/Employer account. Click “Post a Notice” to fill in your project details. When prompted for a promotion code, enter the secret Fringe Fest discount code **FEST2011** in the pop-up window. The 50% discount will be immediately applied.

Your notice will run in Back Stage’s print and online editions and get promoted in Back Stage’s RSS, Twitter, and Facebook feeds and Casting Alert e-newsletters. And after you’ve posted a notice you’ll be able to search the BackStage.com Multimedia Resume Talent Database; accept, organize, and reply to online submissions for free; create a free company profile; and more. Just remember to enter **FEST2011** whenever you’re prompted for a promo code

- **Bitter Lemons** is offering extremely discounted ad rates for participants, as well as social media support. Please see their attached one-sheet for more details on ad cost and contact information.



ADDITIONAL OPPORTUNITIES

- **Thomas Hampton Reviews** (<http://thomashamptonreviews.com>) has offered to help promote your show, as well as provide additional reviews! Every show that creates an event page (the event creation page is found at <http://www.thomashamptonreviews.com/promote-your-show>) is considered for review.
- **The LA Female Playwrights Initiative (FPI)** is interested in partnering with shows written by female playwrights to arrange Ad Exchange and additional promotion. If you're interested in this opportunity please contact them at lafpi.updates@gmail.com.

FESTIVAL WEEK JUNE: 16-26, 2011

HOT SPOTS

They're back! Our Hot Spot program has grown up and out since our inaugural year. Several businesses in Hollywood have opted to give Fringe participants a discount on the different goods and services they provide. You can check out the Fringe website for more information on the program at hollywoodfringe.org/hotspots. Check out the great deals being offered to you around town!

FRINGE FAMILY

Fringe Family is a brand new program for Fringe 2011, and we think it's a great opportunity to stand out from the crowd. If you think your show could be part of Fringe Family, make sure to mark your show as such on the Fringe website before April 15. We will be printing a small flyer for Fringe Family during the festival. You can sign up for Fringe Family in the "programs" tab of your project dashboard on the Fringe website.

FRINGE FILM

It's not too late to apply to be part of Fringe [Film], another of the Hollywood Fringe's newest projects. It costs \$15 to apply for a short, and \$30 to apply for features. The deadline is June 1, and selected films will be announced in early June. You can read more information at hollywoodfringe.org/film

BUTTONS

This year, Hollywood Fringe has a button to help Fringers identify each other, and will be required for admittance into Fringe productions. Buttons are Pay-What-You-Can (\$5 suggested donation). We'll have volunteers out on the streets near your venue to sell buttons, hand out guides, and provide other needed information.



VOLUNTEER

We'll need masses of volunteers this year, and if you have any additional time to spare, we'd love to have your help! For more information on volunteer opportunities and sign up at hollywood-fringe.org/volunteer and/or contact our Volunteer Coordinator Liz Steele at esteele@hollywood-fringe.org.

SPECIAL EVENTS

Interested in promoting your show prior to the Fringe at an upcoming event? We need performers for our engagements at The Silver Lake Jubilee (www.silverlakejubilee.com) and LA Pride (www.lapride.org). Contact our Outreach Coordinator Meghan McCauley at meghan@hollywoodfringe.org.

FRINGE CENTRAL

This year Fringe Central has moved! We'll be at Art/Works Theater, located at 6567 Santa Monica Boulevard (between Seward and Hudson). Fringe Central contains the Central Box Office for the Fringe, and is designed as a meeting place for Fringe-goers and participants alike. We wanted folks to have a place to chill, network, and grab a inexpensive drink or bite to eat. It's also the place you can stop by during the festival if you'd like to talk to a Fringe Staff member. Stop by and get to know your fellow Fringers!

FRINGE EVENTS

Hollywood Fringe will be hosting a number of events throughout the festival, including:

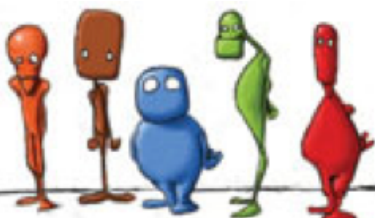
- The Opening Night Party on June 15th @ Fringe Central
- The Fringe Award Ceremony on June 26th @ Fringe Central
- The Closing Night Party on June 26th @ Fringe Central
- Nightly Fringe Jams @ Fringe Central

Keep an eye on the website for updates on these and other Fringe sponsored events.

AWARDS

Fringe will host an Awards Ceremony at Fringe Central on June 26th at 7pm. The awards ceremony is a combination of sponsored awards and "community" awards based on votes from active members of the Fringe world. More information will be posted on the awards as we near the festival.

CONTACTING THE FRINGE TEAM



If you need to contact the Hollywood Fringe during the festival, most of us can be found at Fringe Central, and we'll be happy to talk to you if we can. Please keep in mind that many bumps in the road can be overcome on your own, and our availability to meet with you one on one might sometimes be limited. You can always email support@hollywoodfringe.org if you have questions.

THE FUTURE

The Fringe business plan is designed to ensure that any success we attain this year can be rolled over to the future, allowing us to begin planning for an even bigger and more innovative festival in 2012. We hope that your experience during the Hollywood Fringe Festival is a memorable one, and we need your thoughts and feedback to make next year even better. As always, we strive to champion the underexposed artist, and find diamonds in the rough waiting to shine.

It's never too early to create a project for next year: www.hollywoodfringe.org/add_project.



Official Sponsor of the 2011 Hollywood Fringe Festival



Bitter Lemons

Offering THE best “Fringe Benefits” to all the Participants

Here's what you get:

- Ad space w/link to your site on every page w/sidebar
- Ad space on our Fringe page with link to your site or production page
- 30 days of exposure on our site
- Facebook and Twitter mentions
- Minimum of 15,000 impressions
- Email blast mentions
- And of course continued good karma for 7 years. :-)

Here's what it costs:

- 125x125 px ad at \$40/month (20% discount)
- 250x250 px ad at \$75/month (25% discount)
- Rotating banner ad at \$115/month (30% discount)

Here's what you need to do:

- Email us (contact@bitter-lemons.com) your jpg logo in the size you want to advertise and put in the subject line FRINGE PRODUCTION AD
- Email us a link to your production website or page
- When we receive your logo, we'll send you an invoice via PayPal in the amount of your desired ad for the amount of days that you want to advertise
- Pay \$ when invoice is emailed to you
- Upon receipt of the payment, we post your ad

And if you're looking to just advertise with us for just a single week of the Festival it's a straight \$20 cost for any size, excluding the Banner Ad

www.Bitter-Lemons.com



3861 Sepulveda Blvd.
 Culver City, CA 90230
 Phone: 310.574.7379
 Fax: 310.574.7495
 www.laweekly.com

NON - PROFIT

CIRCULATION 171,000

PRINT READERSHIP 652,000
ONLINE PAGE VIEWS 4 MILLION
ONLINE UNIQUES 1.3 MILLION

LA Weekly

NON-PROFIT RATES

4 COLOR

Full Page	\$3,877	\$800
3/4 Page	\$2,987	\$600
Junior Page	\$2,675	\$525
1/2 Page	\$2,048	\$400
1/3 Page	\$1,381	\$300
1/4 Page	\$1,047	\$200
1/6 Page	\$721	\$150
1/8 Page	\$550	\$100
1/12 Page	\$420	\$65
1/16 Page	\$290	\$50

LA Weekly Online Non Profit Rates

50,000 Run of Site Impressions	\$450
50,000 Targeted Impressions	\$500

E-Blast Newsletter - All E-Mail Lists are Double-Opted In

	Dedicated	Editorial	Insiders	Events
SUBSCRIBERS:	35,000	26,000	35,000	6,400
RATES:	\$1,500-\$1,000	\$350-\$300	\$400-\$100	\$100

Targeted SMS Text Messages

	Insiders	Art	Theatre	Film	Music
SUBSCRIBERS:	1,400	1,500	1,500	2,300	1,900
RATES:	\$280	\$300	\$300	\$460	\$380

2010 RATES

laweekly.com

DIMENSIONS

STANDARD SIZES AND PAGE FRACTIONS

SIZE	WIDTH	X	DEPTH
2 page spread gutter bleed	20.75"	x	12.25"
Full page	4 columns	x	12.25"
3/4 page	3 columns	x	12.25"
3/4 page	4 columns	x	9.145"
Jr. page*	3 columns	x	10.187"
1/2 page	2 columns	x	12.25"
1/2 page	3 columns	x	8.111"
1/2 page	4 columns	x	6.041"
1/3 page	2 columns	x	8.111"
1/3 page	3 columns	x	5.444"
1/3 page	4 columns	x	3.972"
1/4 page	1 column	x	12.25"
1/4 page	2 columns	x	6.041"
1/4 page	3 columns	x	3.972"
1/4 page	4 columns	x	2.937"
1/6 page	2 columns	x	3.972"
1/8 page	1 column	x	6.041"
1/8 page	2 columns	x	2.937"
1/16 page	1 column	x	2.937"

Any advertising submitted to LA Weekly that does not conform exactly to the above mechanical requirements will be enlarged, reduced or floated at the discretion of the production department. (We cannot be responsible for quality of reproduction if ad size has to be changed.) Ad rates include basic production work.

COLUMN WIDTHS

Column: 2.375" 2 columns: 4.916" 3 columns: 7.458 4 columns: 10"

IMPORTANT - If a PDF is created without using "LA Weekly specific job option" the file will look normal on screen, but will print incorrectly on the paper. Use Postscript fonts only to avoid type disappearing from ads. No Open-type fonts or TrueType fonts should be used. All fonts must be embedded. Do not use PDF Writer to create a PDF. The file will not be usable for printing.

OPI SETTINGS

It is very important to make sure that the PDF does not contain any OPI information. If a file does contain OPI information, it will look good on screen but will print incorrectly on the newspaper. Using the "LA Weekly specific job option" will automatically remove all the OPI information from the PDF.

TIFF or JPEG files are also acceptable. Save TIFFs with Macintosh encoding and LZW compression. Save JPEGs as baseline standard and quality: 10. Create all files at 300dpi for the best quality. Convert all Photoshop files to JPEG or TIFF before sending.

COLOR FILES should be created as composite CMYK with all spot colors converted to process. RGB files must be converted to CMYK before creating the PDF. Spot color ads are more challenging to produce for accurate separation. Build the ad using a process color in place of the spot color. We will use that plate to print the spot color.

Files should be submitted on CD-ROM or, preferably, uploaded to <http://ads.laweekly.com> (this will help expedite the process). File settings from Quark & other page layout programs should be: 2400dpi & 120 linescreen. Be aware that LA Weekly will place a border on ads without visible edges.

PLEASE CALL THE PRODUCTION DEPARTMENT AT 310.574.7170 OR 310.574.7172 IF YOU HAVE ANY QUESTIONS REGARDING THESE SPECS.

BACK PAGE AND INSIDE COVERS Back page and inside covers are available to full-page advertisers at a 20% additional charge.

MATERIAL PRODUCED BY LA WEEKLY Any advertising material produced by LA Weekly pursuant to this Agreement will remain the sole property of LA Weekly, and Advertiser will accrue no rights thereto and will not use such advertising in any fashion without the express written consent of LA Weekly.

DEADLINES

All space reservations and advertising copy must be in the LA Weekly office by 5:00 p.m. Friday prior to the Thursday of publication. If the space reservation deadline falls on a Thursday, due to a holiday or special issue, cancellations and corrections must be received by Friday at 5:00 p.m. Deadline for camera-ready copy is Monday at noon. There will be a production charge for any advertisements set up and canceled without insertion. Requests for proofs must be submitted one week before publication date. Proofs will not be sent for late production ads. Additional charges may apply for any changes after deadline.

PAYMENT

(a) Advertiser agrees to pay LA Weekly pursuant to LA Weekly's rate card, the terms and conditions of which are incorporated herein. This Agreement entitles the Advertiser to a discount off of the open rate on the rate card; however, this Agreement does not guarantee a fixed rate, and LA

Weekly reserves the right to modify its rate card at any time upon 30 days' notice. (b) Advertiser will be short rated if it does not use the minimum space or frequency contracted for (c) Where credit has been granted, payment will be due and payable within 30 days following publication. (d) Past due amounts will accrue interest at the rate of 1.5% or the maximum rate allowed by law (whichever is less) per month, from the date any such amount becomes past due. Advertiser will incur a charge, as permitted by state law, for any check returned to LA Weekly unpaid. Upon failure of Advertiser to pay any amounts due or in the event of any other material breach of this Agreement, LA Weekly may, at its sole option, require cash in advance, stop inserting Advertiser's advertisements and/or terminate this Agreement as provided below. (e) The total amount due hereunder will become immediately due and payable, and LA Weekly may stop inserting Advertiser's advertisements in its publication, in the event that the Advertiser: (i) discontinues the operation of its business; (ii) files or has filed against it any petition or pleading in bankruptcy or for the appointment of a receiver; (iii) makes any assignment for the benefit of creditors; or (iv) fails to pay any amount due hereunder when due. (f) Advertiser agrees to pay all costs (including collection agency fees, court costs and attorneys' fees) incurred by LA-Weekly in collecting Advertiser's delinquent accounts. (g) In the event that any federal, state or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes will be assumed and paid by the Advertiser.

CONDITIONS

GENERAL

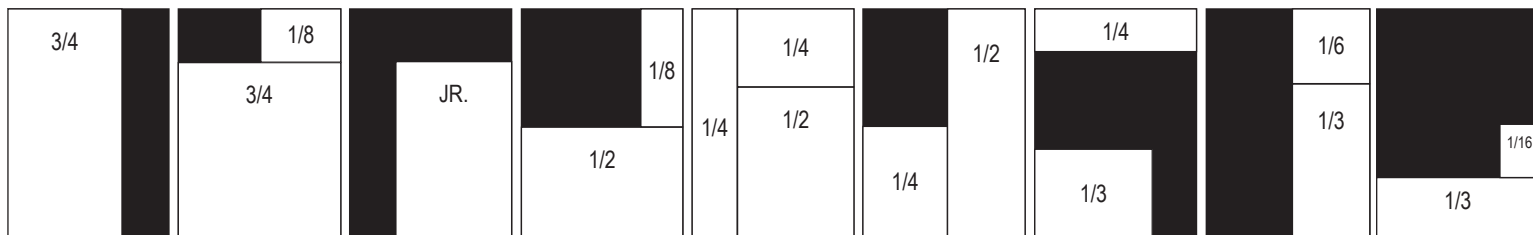
(a) ADVERTISER AND AGENCY WILL BE JOINTLY AND SEVERALLY LIABLE FOR THEIR OBLIGATIONS HEREUNDER. (b) LA Weekly may, in its sole discretion, edit, reclassify or reject any advertising copy submitted by Advertiser, including, without any limitation whatsoever, that LA Weekly may place the word "Advertisement" with any copy that, in its opinion, resembles editorial matter, or it may reject such copy. LA-Weekly does not guarantee the placement of any ad in a specific section or within a page, which placement is dependent upon production requirements and availability. (c) Any cancellations or corrections must be in writing and must be received by the advertising department prior to the deadline stated in the then current rate card; orders, cancellations or corrections communicated orally or after the deadline are entirely at the Advertiser's own risk and LA Weekly assumes no responsibility therefore. (d) In the event of a material error caused by LA Weekly, LA Weekly's liability is limited to the cost of the first insertion for the advertisement at issue, provided, however, that an error will not be subject to adjustment unless it is reported to LA Weekly within 7 days of publication and errors that do not materially affect the value of an advertisement are not subject to any adjustment. IN NO EVENT WILL LA WEEKLY BE LIABLE FOR ANY COSTS, DAMAGES OR LOSS (INCLUDING BUT NOT LIMITED TO LOSS OF PROJECTED EARNINGS) DIRECTLY OR INDIRECTLY ARISING FROM ERRORS IN ADVERTISEMENTS OR WITH RESPECT TO AD PLACEMENT OR IF, FOR ANY REASON, IT FAILS TO PUBLISH AN ADVERTISEMENT OR CIRCULATE ALL OR ANY PART OF ANY ISSUE. (e) Upon Advertiser's written request prior to the billing of any amounts payable hereunder, LA Weekly will furnish an affidavit of publication, provided that the furnishing of any such affidavit is not a condition precedent to the payment of any amount due and payable hereunder. (f) This Agreement may not be transferred by the Advertiser without LA Weekly's prior written consent. (g) LA Weekly's advertising representatives are not authorized to amend the terms of this Agreement, either orally or in writing. LA Weekly will not be bound by any terms or conditions whatsoever appearing on order blanks, copy instructions, insertion orders or other documents from, or communications by, Advertiser. The failure or delay of LA Weekly to enforce any term or condition of this Agreement will not be construed as a waiver of any of its rights. (h) This Agreement will be interpreted and enforced in accordance with the laws of the State of California, applicable to agreements made and to be wholly performed therein.

TERM, TERMINATION AND RENEWAL

(a) At the expiration of the initial term of this Agreement, it will automatically renew for a successive term at the then prevailing rates, unless either party gives written notice of termination to the other party at least 14 days prior to the expiration of the then existing term. (b) Advertiser may terminate this Agreement at any time upon 14 days' prior written notice, but only as to ads remaining to be published at that time. Upon termination by Advertiser for any reason, any amounts due will immediately become due and payable and Advertiser will be entitled only to such frequency discounts as will have been earned to the date of termination. (c) LA Weekly may terminate this Agreement at any time. In that event, any amounts due from Advertiser will immediately become due and payable; Advertiser will be entitled to any frequency discounts which would have been earned had the Agreement run to its scheduled date of expiration, unless LA Weekly terminates the Agreement because of a breach by Advertiser, in which case Advertiser will be entitled only to such frequency discounts as will have been earned to the date of termination.

WARRANTIES AND REPRESENTATIONS AND INDEMNIFICATION

Advertiser warrants and represents that it has the full right and authority to utilize all material provided for publication, including all textual or graphic matter, and that its advertisements will not violate any person or entity's rights or violate any law. Upon request, Advertiser will supply LA Weekly with copies of licenses, releases or other written proof of such rights and, upon request, Advertiser will supply LA Weekly with documentation of any advertising claims made in material provided by Advertiser. Advertiser will indemnify and save LA Weekly harmless from any loss, cost, liability, claim, suit or damages arising out of or in connection with any claim which, if sustained, would constitute a breach of Advertiser's warranties and representations or otherwise arising out of or in connection with the publication of any material furnished to LA Weekly, any Advertiser-sponsored contests or promotions, or any co-op or other advertising for the Advertiser that is subsidized or otherwise paid for by a third party. The provisions of this paragraph will survive the termination of this Agreement.



FORMAT & GENERAL GUIDELINES

Completed ads provided to us electronically should be only sent in PDF format.

TIFF or JPEG files are acceptable, but not recommended. Save TIFFs with Macintosh encoding and no compression. Save JPEGs as baseline standard and quality: 10. Create all files at 300dpi for the best quality. Convert all Photoshop files to JPEG or TIFF before sending.

Please do not send any Quark, Illustrator or other native files. All of those files should be sent in PDF format.

If Adobe InDesign is used, please export your InDesign file using PDF/X-1a PDF preset.

If QuarkXpress is used to create an ad, use Acrobat Distiller to generate a PDF file. Please use "High Quality Print" to distill the Postscript file.

File settings from Quark & other page layout programs should be: 2400dpi & 120 linescreen

All fonts must be embedded.

OPI Settings - It is very important to make sure that the PDF does not contain any OPI information. A file with OPI information might look fine on screen, but types might get dropped out at the press. Using the "LA Weekly specific job option" will automatically remove all the OPI information from the PDF.

Do not use PDF Writer to create a PDF. The file will not be usable for printing.

Use Postscript fonts only to avoid type disappearing from ads. No Open-type fonts or TrueType fonts should be used.

Be aware that LA Weekly will place a border on ads without visible edges.

COLOR SPECS GUIDELINES

4/C ads should be created as composite CMYK with all spot colors converted to process. RGB files must be converted to CMYK before creating the PDF. RGB files are not acceptable and cannot be used. Extreme color shifts may occur if we are convert your RGB files to CMYK.

4/C photos should be adjusted to limit maximum ink density to 230%. More ink will only increase offset and smearing. The lower your total ink coverage, the sharper and more accurate your images will reproduce. Shadow areas in particular need special attention to minimize the amount of ink.

Under color removal is an important step in preparing color images for newsprint. Black areas of an image should have as much color as possible removed from all other channels.

Rich black reverses should be 100%K 10%C. More ink will not produce a deeper black on newsprint, but it will increase the difficulty of proper registration. Reversed text will have decreased readability, and will fill in, if the black is too saturated.

Black text should be 100%K. Do not use rich black for text as you will experience registration problems and obscured text.

Color text should use as few channels as possible to create the color. Red for instance should be Magenta and Yellow only. Try to avoid colors which use light screens of black. The text will not reproduce well. Bold, basic colors reproduce best on newsprint.

Spot colors are more challenging to produce for accurate separation. You may build the ad using a process color in place of the spot color. We will use the process plate to print the spot color on press.

If you use a Pantone color, define all elements with the same color. Avoid using coated and uncoated versions of the same Pantone color. Be aware that Pantone colors are converted to CMYK and may not reproduce as expected.

Rasterized files should be saved as either a jpeg or tiff at 300dpi & CMYK mode.

LA WEEKLY DESIGN

LA Weekly has a staff of talented designers who can produce ads if these specs are beyond individual capabilities. Please talk to your sales representative to see if this is the best option for you.

DEADLINE

The deadline to receive ads electronically is 6:00 pm on Monday before the issue publication date.

UPLOAD

Please upload your camera ready files to:
<http://ads.laweekly.com>

The above address is for final ad delivery only. Instructions about ad copy, placement or billing must be sent directly to your sales representative.

CONTACTS

Production Department - 310.574.7172 or 310.574.7170
Display Advertising - 310.574.7379
Classified Advertising 310.574.7329

The L.A. Weekly office is located at
3861 Sepulveda Blvd.
Culver City, CA 90230

Please check our website at www.laweekly.com for more information.

LAWEEKLY **AD SIZES at a glance**

DISPLAY SIZES (4 columns)

SIZE	WIDTH	HEIGHT
1 col 1/16	2.375" x	2.937"
1 col 1/12	2.375" x	3.972"
2 col 1/12	4.916" x	1.902"
1 col 1/8	2.375" x	6.041"
2 col 1/8	4.916" x	2.937"
2 col 1/6	4.916" x	3.972"
1 col 1/4	2.375" x	12.25"
2 col 1/4	4.916" x	6.041"
3 col 1/4	7.458" x	3.972"
4 col 1/4	10.00" x	2.937"
2 col 1/3	4.916" x	8.111"
3 col 1/3	7.458" x	5.444"
4 col 1/3	10.00" x	3.972"
2 col 1/2	4.916" x	12.25"
3 col 1/2	7.458" x	8.111"
4 col 1/2	10.00" x	6.041"
3 col 3/4	7.458" x	12.25"
4 col 3/4	10.00" x	9.145"
junior page	7.458" x	10.18"
full page	10.00" x	12.25"
2-pg spread	20.75" x	12.25"

THEATER IN LA / ART IN LA

SIZE	WIDTH	HEIGHT
single box	2.375" x	2.75"
double box (horizontal)	4.916" x	2.75"
double box (vertical)	2.375" x	5.668"

FILM SIZES (5 columns)

SIZE	WIDTH	HEIGHT
1 col	1.875" x	height in inches
2 col	3.875" x	height in inches
3 col	5.875" x	height in inches
4 col	7.875" x	height in inches
5 col	10" x	height in inches
full page	10" x	12.5"

CLASSIFIED

includes

- general classified and employment (8 columns)
- real estate and rentals (4 columns)

SIZE	WIDTH	HEIGHT
1/32	2.375" x	1.385"
1/24	2.375" x	1.902"
1/16	2.375" x	2.937"
1/12V	2.375" x	3.972"
1/8V	2.375" x	6.041"
1/8H	4.916" x	2.937"
1/6	4.916" x	3.972"
1/4V	4.916" x	6.041"
1/4S	2.375" x	12.25"
1/3V	4.916" x	8.111"
1/3H	10" x	3.972"
1/2V	4.916" x	12.25"
1/2H	10" x	6.041"
FULL	10" x	12.25"

BULLETIN BOARD SIZES (4 columns)

SIZE	WIDTH	HEIGHT
2x2	2.375" x	1.902"
jr banner	4.916" x	1"
banner	10" x	1"
4x3	4.916" x	2.937"
4x4	4.916" x	3.972"

LAWEEKLY **DISPLAY SIZES**

All ads are exact trim only with no bleed
 Black area represents the ad size in relation to a full page



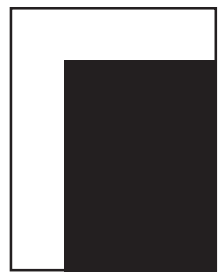
2-page spread
 20.75" x 12.25"

2-PG
 SPREAD



full page
 10" x 12.25"

FULL
 PAGE



junior page
 7.458" x 10.18"

JUNIOR
 PAGE



4 column 3/4 page
 10" x 9.145"



3 column 3/4 page
 7.458" x 12.25"

3/4
 PAGE



2 column 1/2 page
 4.916" x 12.25"



3 column 1/2 page
 7.458" x 8.111"

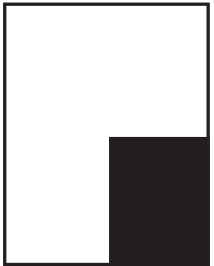


4 column 1/2 page
 10" x 6.041"

1/2
 PAGE



1 column 1/4 page
 2.375" x 12.25"



2 column 1/4 page
 4.916" x 6.041"



3 column 1/4 page
 7.458" x 3.972"



4 column 1/4 page
 10" x 2.937"

1/4
 PAGE



2 column 1/3 page
 4.916" x 8.111"



3 column 1/3 page
 7.458" x 5.444"



4 column 1/3 page
 10" x 3.972"

1/3
 PAGE



1 column 1/8 page
 2.375" x 6.041"



2 column 1/8 page
 4.916" x 2.937"

1/8
 PAGE



2 column 1/6 page
 4.916" x 3.972"

1/6
 PAGE



1 column 1/12 page
 2.375" x 3.972"



2 column 1/12 page
 4.916" x 1.902"

1/12
 PAGE

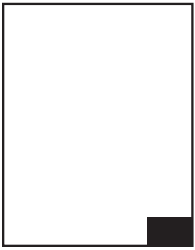


1 column 1/16 page
 2.375" x 2.937"

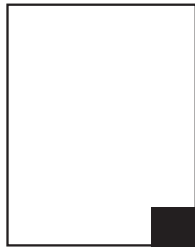
1/16
 PAGE

LAWEEKLY CLASSIFIED SIZES

All ads are exact trim only with no bleed. Black area represents the ad size in relation to a full page



1/32 (2.375" x 1.385")



1/24 (2.375" x 1.902")



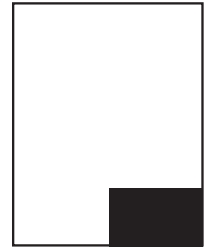
1/16 (2.375" x 2.937")



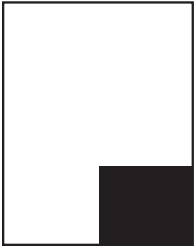
1/12V (2.375" x 3.972")



1/8V (2.375" x 6.041")



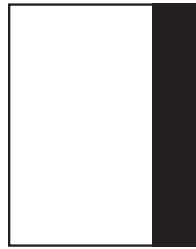
1/8H (4.916" x 2.937")



1/6 (4.916" x 3.972")



1/4V (4.916" x 6.041")



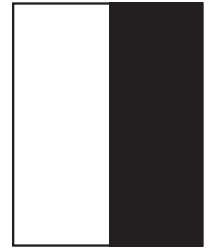
1/4S (2.375" x 12.25")



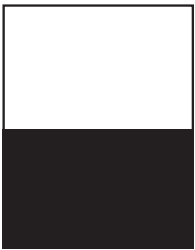
1/3V (4.916" x 8.111")



1/3H (10" x 3.972")



1/2V (4.916" x 12.25")

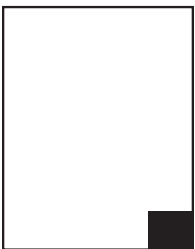


1/2H (10" x 6.041")

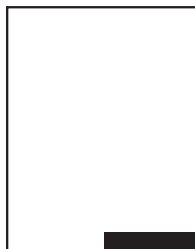


FULL (10" x 12.25")

LAWEEKLY BULLETIN BOARD SIZES



2x2 (2.375" x 1.902")



junior banner (4.916" x 1")



banner (10" x 1")



4x3 (4.916" x 2.937")



4x4 (4.916" x 3.972")