

Ford Amphitheatre

ELECTRONIC SIGN INFORMATION & GUIDELINES FOR COPY

According to CalTrans, approximately 1.9 million people per week driving through the Cahuenga Pass see the electronic billboard in front of the Ford Amphitheatre. The electronic billboard is operated continuously on a 20-hour basis, beginning at 5 a.m. and ending at 1 a.m. the next day; 7 days a week. Each unit of a message, which is called a “frame,” appears and each group will be allowed to have a total of **4 FRAMES**. More detailed specifications will be listed by March 2009.

Information on your event will appear on the electronic sign for seven days. For example, if your performance is on a Friday, information on your event will go up the previous Saturday. You need to submit copy to communications@arts.lacounty.gov, **NO LESS THAN 3 WEEKS PRIOR TO YOUR EVENT** according to the following guidelines.

- Four frames
- The aim of the copy is to sell tickets to the performance – put the emphasis on the content of your event
- Save crediting of your event sponsors to the end. They are not the main focus of the copy. Combine into one or at the most two frames.
- Do NOT mention ticket prices or special benefit ticket packages
- Do NOT include the Ford box office # or web site – a frame with that information is automatically inserted following your descriptive frames. Below is an example:

Frame 1

J.A.M. Session
Get your creative
Juices flowing!

Frame 2

Opening J.A.M.
NIRVANA TO BEETHOVEN
June 2 at 7:00 PM

Frame 3

Turn pop tunes to
Classical – musicians
Of all levels welcome

Frame 4

J.A.M. Session June 2
Nirvana to Beethoven
FREE ADMISSION

Frame 5

Reservations:
www.FordTheatres.org
323 GO 1-FORD

Email to communications@arts.lacounty.gov or fax to Communications at 213-580-0017. Your copy may be edited. We will contact you with questions or problems.