

GUIDELINES & INSTRUCTIONS FOR PROGRAM INSERT

DEADLINE: Submit to communications@arts.lacounty.gov 30 days prior to your event for final approval. CANNOT be distributed without approval from Priscilla Jaworski, Productions Marketing Manager.

Upon receiving final approval, the final version must be submitted to a printer of your choice **2 weeks prior to your event.**

The printed program inserts must be delivered to the Ford Theatres, ATTN: Bill Berry **1 week prior to your event** to allow for sufficient time for Ford staff to stuff.

To coordinate delivery, have your printer contact Bill Berry at wberry@arts.lacounty.gov or call 323.769.2170.

As we mentioned to you at the Orientation meeting in December and the various Marketing Workshops, this year we are trying to find ways in which to reduce your expenses. One of the ways is to waive the requirement to have your program insert printed by and bound into the Ford program wraparound by D.M. Steele. You can now go to your own printer, who may be less expensive than D.M. Steele. The Ford house staff will hand insert your program inserts so you don't have the cost of binding.

Because of this change, we need you to review the enclosed guidelines carefully and submit a draft of your program insert at least 30 days before your event date to communications@arts.lacounty.gov for final review.

The guidelines are enclosed, please review and let me know if you have any questions.

BASIC FORMAT

The size of our program wraparound is 8 ½ x 11 inches. The page size of your program should be the same 8 ½ x 11 inches. That way your insert will fit nicely into the wraparound. Depending on how much copy you have, you can do on of the following options:

- Two sides of 8 ½ x 11" sheet
- Two-sided on one 11 x 17" sheet folded in half to make 4 pages
- Two sides on multiple 11x17" sheets folded in half and nested to make a multipage program.

Please include:

- Event Title
- Event dates (including time, day of week, date and year)
- Page numbers
- Program Details/Notes
- Credit to L.A. County (available in the Artist's Workbook)
- Artists Bios
- All Sponsor Logos (*optional*)
- Overview of your organization (*optional*)

PRINTING

- Paper heavier than regular Xerox paper, such as 24lb Laser Printer Paper (HP Color Inkjet—available at Staples) or the equivalent supplied by your printer.
- Quantity: minimum of 1,000. For groups who have a record of being sold out, we recommend printing a minimum of 1,300. If you want, extras for your archives and to use in applications, you may want to print more.