

Ford Amphitheatre

POSTCARD INFORMATION

The Ford will print 10,000 postcards for Ford Partners presenting single performances. Partners who are presenting multiple performances of an event receive 20,000 cards.

The Ford pays for the design and printing of the cards. You are responsible for arranging and paying for the distribution; this can include postage, mailing house costs, street team fee, depending on how you choose to distribute.

TIMELINE

The postcards are printed in 2 groups in relation to the season calendar. Cards will be available 6 weeks before the first show in the group.

Group A (performances May to July) will be available April 10, 2009.

Group B (performances August through October) will be available June 12, 2009.

We recommend your card be mailed 4-6 weeks before your performance. The mailing is bulk rate and can take up to 3 weeks for delivery.

DESIGN

Your cards will be designed by the Ford's designer and is shown to you for your comments and changes.

You may also choose to use your own designer, but you will have to pay the designer if you do. If you take this option, please tell Priscilla Jaworski, pjaworski@arts.lacounty.gov, that you wish to do so; she will give you a deadline for file submission by your designer. Specs for designing your own card are located Postcard section of the Artist Workbook. You need to pass these specs on to your designer so the postcard file meets the Ford's requirements.

ARRANGING FOR THE MAILING OF YOUR CARDS

You should be in touch with The Ford's mailing house at least two months before your event to make arrangements. You should instruct the mailing house which lists you want to use, probably your own, plus lists the Ford can provide (see below) and other lists you may have. Once the mailing house has all your lists and has merged-purged them, they can give you an invoice. **The invoice must be paid and received by the mailing house before the mailing can go out.** If you mail a minimum of 5000 cards the cost should be about 25 cents per card which includes both mailing house costs and postage.

All cards are delivered by the printer to the mailing house. Cards that are not mailed will be shipped via UPS to your organization's address, or another specified address. You need to instruct the mailing house where to send cards that are not being mailed.

DETERMINING THE DISTRIBUTION OF YOUR POSTCARDS

It is advantageous from a per card cost point of view to mail to at least 5000 addresses. The Ford has lists of Ford ticket buyers by discipline and cultural categories (i.e. Dance, Classical, Latino, etc.); these are available to you free for your postcard mailing and can be requested through the Ford's mailing house. These can be merged-purged with your own lists and other lists you may have to eliminate duplicates and save you postage. To see a full breakdown of all lists from 2006-2009, click on the **Genre and Ethnic Mailing List Breakdown** in the **Marketing & Public Relations** section of the artist workbook.