

PROCEDURE FOR PLACING ADS FOR FORD SHOWS IN LA WEEKLY

FORD PARTNER ARTISTS: Remember, you are eligible for the 25% discount on ads in the L.A. Weekly for your Ford event. Please adhere to the following procedure:

1) Making the space reservation

Please complete the LA Weekly ad insertion form in the artist's online workbook and specify the following information:

- the size of the ad (exact dimensions - i.e. 1/4 pg - 2 col. x 6.25)

NOTE: Ad dimensions are in LA Weekly specs, also available in the online artist workbook, under Advertising.

- the section of LA Weekly (for example - theatre, dance, classical, concerts) in which you want it placed
- the date(s) you want it to run
- the price of the ad multiplied by the no. of times you are placing it

Email the insertion order to **Communications Coordinator Vivian LeTran, 213-202-5933, vletran@arts.lacounty.gov**. She will make the reservation with LA Weekly on your behalf.

2) If you want L.A. Weekly to compose the ad

If you are not creating the ad yourself or having a designer do it for you, you should contact John Hill directly (contact info below) no later than the Thursday prior to the next Thursday's publication date.

3) Paying for the ad

The Ford Amphitheatre will be billed for your ad by the LA Weekly. WE WILL DEDUCT WHAT YOU SPEND ON L.A. WEEKLY ADS FROM YOUR SETTLEMENT unless you do not have enough advance sales at the time of the ad placement to cover it. In that case we will ask you to write us a check for the amount at the time you make the space reservation.

4) Sending the ad to L.A. Weekly

Please submit according to the instructions in the document, L.A. Weekly Ad Specs, in the online artist workbook. You and/ your designer should read these instructions carefully. You send your ad directly to the LA Weekly, not to the Ford. Ads should be sent to LA Weekly no later than Monday, 6:00 pm, prior to Thursdays' publication.

Any questions about the procedure for placing your ad, please contact Vivian LeTran.

For questions about sizes, prices or specifications, please call **John Hill at LA Weekly, 323 993-3529, jhill@laweekly.com**.