

[Inside] the Ford Winter Partnership Season

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 **5-8 FRAMES**. We are thrilled to announce that starting with the 2009 summer season a new state-of-the-art LED sign that contains the ability to produce images will be installed.

Information on your individual production will appear on the electronic sign starting at least two weeks prior to your opening night. You need to submit copy to communications@arts.lacounty.gov, **NO LESS THAN 3 WEEKS PRIOR TO YOUR OPENING NIGHT** according to the following guidelines.

- **Each partner receives 5-8 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.
- Per frame, you get up to 4 lines which a maximum of 30-40 characters per line. Keep in mind that simpler is better. The more characters you have per line, the more difficult it is to read because there is less space.
- If you are submitting images, they must be a JPEG file.
- Options for frames (2nd page includes examples of various frames):
 - OPTION 1: Full frame with only text (4 lines, 30-40 characters/line)
 - OPTION 2: Full frame with only an image/graphic
 - OPTION 3: ½ frame with image and ½ text (note, this will reduce the amount of text lines to 2 lines)

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.

EXAMPLES

Frame 1 (all text)

Re-energize at J.A.M. Sessions
BAHIAN SPIRIT
June 15 at 7:00 PM
FREE ADMISSION

Frame 2 (1/2 text & image)



Get your creative juices flowing &
J.A.M. at the Ford!

Frame 3 (Primarily image with a little text)

ALL LEVELS WELCOME!



Frame 4 (all text, acknowledgement of sponsors)

Presented by
FORD THEATRE FOUNDATION

Sponsored by
The James Irvine Foundation & Fusicology

Frame 5 (required, taken care of by Ford)

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