



GUIDELINES & INSTRUCTIONS FOR ARTISTS PARTNERSHIP PROGRAM INSERT

ARTWORK DEADLINE:

Submit show program artwork to kglann@ford.lacounty.gov and kkandel@ford.lacounty.gov 30 days prior to your event for approval. Programs cannot be distributed without approval from Kim Glann, Productions Marketing Manager. Upon receiving approval, the final version should be submitted by you to a printer of your choice, at least two weeks prior to your event.

FORMAT:

The Ford Theatres summer season program wraparound is standard magazine format, 8 ½ by 11 inches. The page size of your program should be the same so that your insert fits into the wraparound without falling out when handed to a patron. Depending on how much copy you have, you can do one of the following:

- Two sides of 8 ½ x 11" sheet.
- Two-sided on one 11 x 17" sheet folded in half to make four 8 ½ x 11" pages.
- Two-sided on multiple 11 x 17" sheets folded in half and nested/stapled to make a multi-page program.

Each show program should include:

- Event title
- Event dates (including time, day of week, date and year)
- Page numbers
- Program details
- Note from Director/Producer/Artistic Director (optional)
- Program credit to Los Angeles County (see below for exact wording)
- Artists' bios
- Brief paragraph/history of your organization (optional)
- Sponsor logos (optional)

CREDITING LA COUNTY:

Artist producers in the Ford Theatres Artists Partnership Program must [credit Los Angeles County](#) in each show program as follows:

Special thanks to the Los Angeles County Board of Supervisors for their continuing support of the John Anson Ford Theatres. Owned by the County of Los Angeles, the Ford Theatres are operated in partnership with the Ford Theatre Foundation and the Department of Parks and Recreation. Originally opened in 1920 as the Pilgrimage Play Theatre, the Ford Theatres complex is one of the oldest performing arts venues in Los Angeles still in use.

PRINTING:

- Paper heavier than regular Xerox and/or copier paper; 24 to 60 lb paper is recommended.
- Quantities:
 - Minimum of 750.

- If by 30 days from your event, you have already sold 50% of the house, print 1,000 program inserts.
- If you have a record of being sold out, print 1,200 program inserts.

DELIVERY:

The printed program inserts must be delivered to Event Services Manager Bill Berry at the Ford Theatres at least 48 hours prior to your event to allow for sufficient time for Ford staff to stuff the inserts into the Ford Theatres program wraparounds.

To coordinate delivery, contact Bill Berry at wberry@ford.lacounty.gov or call 323-769-2170.