



## 2019 Laguna Beach Music Festival Program Guide Advertising

The Laguna Beach Music Festival Program Guide represents an excellent advertising opportunity for any organization or business, and offers advertisers exposure to Festival-goers before and after the Festival. Encompassing the entire Festival, the Program serves as both a souvenir and an informational guide to the Festival, with musician photos and bios, events/program information, and more.

Expand your reach by advertising with Laguna Beach Music Festival. Additional benefits included with all ad purchases:

- Listing on LBMF website page as a participating advertiser with a link to your site
- Sidebar mentions within LBMF e-mail blasts (more than 8,000 opt-in recipients)
- Logo on the LBMF website through the Festival and 6 months of continued logo recognition on the website after the Festival.

**Program Book:**  
 Program books are printed in full color. Final size: 8.5" wide x 11" high. All ads are printed in full color.

Ad Size	Dimensions & Specs	Space Reservation	Art Deadline	Cost
Full Page	Non-Bleed: 8.375" w x 10.875" h Live Area: 7.375" w x 9.875" h Bleed: 8.875" w x 11.375" h	Jan. 9	Jan. 14	\$1,000.00
Half Page (horizontal only)	8.5" w x 5.5" h	Jan. 9	Jan. 14	\$500.00
Quarter Page (vertical only)	4.25" w x 5.5" h	Jan. 9	Jan. 14	\$250.00

**Credit Card Information:**

Organization Name	Ad Size	Price
Credit Card Number	Exp. Date	Security Code
Name on Credit Card	Cardholder Signature	

**Make check payable:**

Philharmonic Society of Orange County

2082 Business Center Drive, Suite 100  
 Irvine, CA 92612

(949) 553-2422

## Artwork Information

Final advertising artwork should be submitted as press-ready PDF files, PDF/X-1a:2001 standard, Acrobat 4 (PDF 1.3) compatibility with all fonts and images embedded. Other acceptable formats are PSD, TIFF, AI, EPS, and JPG. Artwork must be high resolution, 300ppi at print size. RGB and spot colors will be converted to CMYK, which can result in slight color variations.

Ads up to 8MB may be submitted via email to Marie Songco-Torres (contact information below). Larger files may be sent via DropBox, HighTail or similar services.

Ads should be created using industry-standard graphic design software such as Adobe Indesign, Illustrator or Photoshop. Non-graphic programs such as Adobe Pagemaker, Microsoft Publisher, and Microsoft Word should be avoided.

When creating ads using Adobe Photoshop or Illustrator, fonts must be rasterized or converted to outlines before submission. A better option is to flatten Photoshop files and save as TIF, or save Illustrator files as PDF with fonts and images embedded.

Any images, logos or other artwork placed in ads or provided separately for ad builds should be CMYK color space in PSD, TIFF, or EPS format.

Image resolution should be 300 ppi at print size. JPG images may be used as long as they are high resolution and do not have JPG artifacts. RGB or spot colors will be converted to CMYK which can result in slight color variations.

For any questions about artwork setup or templates, contact:

Marie Songco-Torres  
949.553.2422, ext. 230  
marie@philharmonicsociety.org

PDF	Hi-res, press-setting (or PDF/X-1a:2001) pdf, with all pictures and fonts embedded
Tif	Photoshop tif file, full-size, 300 resolution minimum
Eps	Illustrator Cs4 eps file (or earlier version) with all linked pictures provided, and fonts saved as outline