

Long Beach Parks, Recreation and Marine "Recreation Connection" Advertising Guide

The City of Long Beach, Department of Parks, Recreation and Marine (LBPRM) "Recreation Connection" promotes classes and activities to over 88,000 households in Long Beach each quarter. Copies are direct mailed to over 75,000 homes, and distributed to local libraries, City offices, park community centers, and to City offices in the cities of Seal Beach, Signal Hill, Los Alamitos and Lakewood. Published quarterly, the "Recreation Connection" has a minimum shelf life of three months and is an excellent vehicle for reaching families and active adults in the Long Beach community.



"Recreation Connection" advertising must be compatible with LBPRM goals including:

- Wellness and fitness
- Cultural enrichment
- Education and leisure experiences
- Tourism and community promotion
- Promotion of community-based services

Because space is limited, allocation will be prioritized as follows:

- Existing advertisers on annual contracts in good standing
- Camera-ready art submitted in acceptable format
- First copy from advertiser received within time frame
- Size availability

ADVERTISING RATES

	City	Commercial
Back Cover:	\$2,500	\$2,700
Inside Front Cover:	\$2,350	\$2,350
Inside Back Cover:	\$2,350	\$2,350
Full Page:	\$1,350	\$1,700
Half Page Vertical:	\$800	\$950
Quarter Page:	\$450	\$550

AD SIZES

Inside Front Cover:	7 1/8" (horizontal) x 9 1/2" (vertical)
Inside Back Cover:	7 1/8" (horizontal) x 9 1/2" (vertical)
Back Cover:	7 1/8" (horizontal) x 7 5/8" (vertical)
Full Page:	7 1/8" (horizontal) x 9 1/2" (vertical)
Half Page Vertical:	3 1/2" (horizontal) x 9 1/2" (vertical)
Half Page Horizontal:	7 1/8" (horizontal) x 4 5/8" (vertical)
Quarter Page:	3 1/2" (horizontal) x 4 5/8" (vertical)

FILE SUBMISSION

Camera ready art may be mailed to jane.grobaty@long-beach.gov. Large files may be sent via an ftp server.

All files must include a hard copy color proof of the final camera-ready art. In addition to the final art, please include all artwork and fonts.

Preferred file types: Adobe Illustrator SC6 or Photoshop CS6 or high resolution Adobe pdf.

Incomplete files and/or files in need of re-work may be subject to additional hourly charges. The advertiser will be notified prior to start of work. Please call for information (562) 570-3235.

PROOFING POLICY

Proofs are for error correction only. Approval of proof by an advertiser is final acceptance that the proof is correct. Advertiser-prepared advertisements and copy submitted too late to provide a proof are the sole responsibility of the advertiser. The City assumes no responsibility for errors when an advertiser has not signed approval or indicated changes on a proof. Page proofing can be provided by appointment. Call (562) 570-3233.

PAYMENT

Payment is due within 30 days of the advertiser's receipt of invoice and proof of publication. Checks should be made payable to the City of Long Beach. Mail payments to:
 City of Long Beach
 Department of Parks, Recreation and Marine
 "Recreation Connection" Advertising
 2760 N. Studebaker Road
 Long Beach, CA 90815-1697

TIMELINE

DEADLINES	SUMMER 2018	FALL 2018	WINTER 2019	SPRING 2019
Space Reservation	Feb. 28, 2018	May 25, 2018	Aug. 24, 2018	Nov. 9, 2018
Files for Ads to be Built	March 1, 2018	June 1, 2018	Sept. 17, 2018	Nov. 16, 2018
Camera Ready Ads	March 2, 2018	June 15, 2018	Sept. 21, 2018	Nov. 26, 2018
Publication to the Printer	April 9, 2018	July 9, 2018	Oct. 8, 2018	Jan. 7, 2019
Publication Date	April 30, 2018	July 30, 2018	Oct. 29, 2018	Jan. 28, 2019
Time Period	June/July/Aug	Sept/Oct/Nov	Dec/Jan/Feb	March/Apr/May