



Are You In The Community Services Brochure?

The Community Services Department offers one of the best, low-cost advertising vehicles in Beverly Hills. The Brochure is published four times a year (fall, winter, spring, summer), and is mailed to over 20,000 homes in Beverly Hills. Copies are also available at the Library and Park locations. In addition, your advertisement will also be displayed in our online brochure.

Display Dimensions:
 1/8 page: 3.56" wide x 2.5625" high
 1/4 page: 3.56" wide x 5.125" high
 1/2 page: 7.625" wide x 5.125" high
 Full page: 7.625" wide x 10.25" high
 Back cover: 8" wide x 7.125" high

- Ad formats:
- Ads must be in the appropriate size and format.
 - Acceptable formats include jpeg, eps, or PDF.
 - Ads should be grayscale or full color, CMYK, have a minimum resolution of 300 dpi*
 - Ads can be sent on CD to the address below, or emailed to:
 eruiz@beverlyhills.org or
 City of Beverly Hills
 Attn: Evelyn Ruiz
 401 Roxbury Drive
 Beverly Hills, CA 90212

*Ads which must be edited, resized or reformatted require an additional fee.
 A 10% cancellation fee will be access if notification is less than 5 business days.

Advertising Rates

Rates below are per issue

Sign up for multiple issues for a discounted rate!

| Black/white Advertising: | | 10% disc. | 15% Disc. |
|--------------------------|---------|-----------|-----------|
| Size | 1 issue | 2 issues | 3 issues |
| 1/8 page | \$ 300 | \$ 270 | \$ 255 |
| 1/4 page | \$ 400 | \$ 360 | \$ 340 |
| 1/2 page | \$ 700 | \$ 630 | \$ 595 |
| Full page | \$1,000 | \$ 900 | \$ 850 |
| Inside Cover (b/w) | \$1,600 | \$1,440 | \$1,360 |

Rates below are per issue

| Four Color Advertising: | | 10% disc. | 15% Disc. |
|-------------------------|---------|-----------|-----------|
| Size | 1 issue | 2 issues | 3 issues |
| 1/8 page | \$ 400 | \$ 360 | \$ 340 |
| 1/4 page | \$ 500 | \$ 450 | \$ 425 |
| 1/2 page | \$ 800 | \$ 720 | \$ 680 |
| Full page | \$1,700 | \$1,530 | \$1,445 |
| Back cover, only | \$3,000 | \$2,700 | \$2,550 |

For More Information Contact:
 Evelyn Ruiz, *Customer Service Supervisor*
 (310) 285-6850 or eruiz@beverlyhills.org



COMMUNITY SERVICES DEPARTMENT

QUARTERLY BROCHURE ADVERTISING CONTRACT

Business Name: _____

Date of Contract: _____

Contact Person: _____

Email: _____

Address: _____

Phone: _____

Business Phone: _____

Cell Number: _____

Issue: Summer (Jun. - Sept.) Fall (Sept. - Dec.) Winter (Jan. -Mar.) Spring (Mar. - Jun.)

Deadline for Ad Submission: Feb. 17, 2017 May 11, 2017 October 5, 2017 December 21, 2017

Table with columns: Ad Size, Single Issue Price, # of Issues, Total, Payment Information. Includes checkboxes for Single Payment, Multiple Payments, Check, Credit Card, and fields for Check No., Card #, Exp. date.

Terms & Conditions

- 1. Advertisers shall remit payments according to the payment terms. The City of Beverly Hills ("City") will not print ads in which payment has not been received by the deadline date.
2. The City reserves the right, at its sole and absolute discretion, to refuse to publish any advertising and all advertising will conform to the attached Advertising Policy.
3. This contract shall be binding on the Advertiser, and in effect, only when signed, approved and accepted by the Director of Parks & Recreation of the City.
4. The title "Paid Advertisement" will be included at the bottom of each advertisement as determined by the City.
5. Cancellation or changes to an advertisement must be made in writing twenty-one (21) days prior to print deadline.
6. Final approval of all advertising content, copy and layout/placement will be given by the Director of Parks & Recreation.

City of Beverly Hills

Advertiser

Steve Zoet, Director of Community Services

(Signature)

Date

Printed Name