



# 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: 3.5" wide x 2.36" high
- 1/4 page: 3.5" wide x 4.9" high
- 1/2 page: 7.25" wide x 4.9" high
- Full page: 7.25" wide x 10" high
- Back cover: 8.25" wide x 7" 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.
<u>Size</u>	<u>1 issue</u>	<u>2 issues</u>	<u>3 issues</u>
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.
<u>Size</u>	<u>1 issue</u>	<u>2 issues</u>	<u>3 issues</u>
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. - Aug.) [ ] Fall (Aug. - Dec.) [ ] Winter (Jan. - Mar.) [ ] Spring (Mar. - Jun.)

Deadline for Ad Submission: Feb. 15, 2018 May 10, 2018 October 4, 2018 December 13, 2018

Table with columns: Ad Size, Issue Price, # of Issues, Total, Payment Information. Includes options for Single Payment, Multiple Payments, Check, Credit Card, and fields for Check No., Card #, Expiration Date, CVV #.

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

Nancy Hunt-Coffey, Director of Community Services

(Signature)

Date

Printed Name