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% cancelation fee will be access if notification is less than 5 business days.

# 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.

# **Advertising Rates**

#### Rates below are per issue

Sign up for multiple issues for a discounted rate!

Black/white Advertis	10% disc.	15% Disc.	
Size	<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 Advertis	sing:	10% disc.	15% Disc.
Size	<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: Contact Person: Address:					Date of Contract:			
					Email:			
					Phone:			
					Fax:			
Business Phone:				Cell Number:				
Issue:					U Winter (JanMar.		Gar Jun.)	
Deadline for Ad Submissi		Feb. 19	, 2016	May 13, 2016	October 7,	2016	December 23, 2016	
Ad Size		ngle e Price	# of Issues	Total	Pay	ment l	nformation	
¼ page					□ Single Pay			
1/2 page					□ Multiple P		5	
Full page					(Payment for	r each issue	must be received prior	
Back cover					to printing da		k No	
							e: AX MC VI	

## 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

Nancy Hunt-Coffey, Director of Community Services

(Signature)

Printed Name