

# 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
10 percent discount for two consecutive ads.		
20 percent discount for three or more consecutive ads.		

## 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](mailto: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.

## TIMELINE

DEADLINES	WINTER 2020	SUMMER 2019	FALL 2019	SPRING 2020
Space Reservation	Aug 23, 2019	Feb 27, 2019	May 28, 2019	Nov 8, 2019
Files for Ads to be Built	Sept 16, 2019	Mar 7, 2019	June 7, 2019	Nov 15, 2019
Camera Ready Ads	Sept 20, 2019	Mar 14, 2019	June 21, 2019	Nov 25, 2019
Publication to the Printer	Oct 7, 2019	April 8, 2019	July 8, 2019	Jan 8, 2020
Publication Date	Oct 29, 2019	April 29, 2019	July 29, 2019	Jan 27, 2020
Time Period	Dec/Jan/Feb	June/July/Aug	Sept/Oct/Nov	March/April/May

## 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