



March 2010

Hello,

We are delighted to offer you the opportunity to participate as a sponsor for Lummis Day 5, the Festival of Northeast Los Angeles. This year, our festival sites will be Heritage Square Museum and grounds, and the Lummis Home and Gardens.

These new locations offer expanded opportunities for community tables and advertising. Rates remain the same except for a slight reduction in the business card size. The souvenir program will be widely distributed before, during and after the event to businesses, libraries, schools, and farmers' markets. We estimate an attendance of 5000.

Your sponsorship will entitle you to the following:

- A community table
- Listing on an on-site bulletin board
- Reserved parking
- Sponsor seal for store-display.

Attached is the rate sheet and specifications for advertisement submission. We value each and every sponsor.

Yours truly,

Ann Walnum

Lummis Day 2010 Souvenir Program Committee

(323) 222-8327 • fax (323) 221-7857

* If you wish to keep your 2009 ad, please tell Ann. If you wish to make revisions, please submit new art.

5TH ANNUAL LUMMIS DAY SOUVENIR PROGRAM ADVERTISING

Complete and return this form, along with your check and camera-ready art **on or before April 15 2010** to:

Lummis Day Community Foundation, Inc
P.O. Box 50543 LA CA 90050

or

contact a rep. to schedule pick-up:

Ann Walnum (323) 222-8327

Deb Kim (213) 210-3552

I wish to advertise in the program with:

- Business Card Ad \$100 (B/W)
- Quarter-page Ad \$200 (B/W)
 - 4-Color Ads add \$100
- Half-page Ad \$350 (B/W **or** color)
 - Horizontal Vertical
- Full-page Ad \$600 (B/W **or** color)
- Premium Full-page \$750 (B/W **or** color)

Name of Advertiser _____

Address _____

City _____ State _____ Zip _____

Phone (_____) _____ Fax (_____) _____

Email _____

Here is my check for \$_____ payable to **LDCF**
Write "Lummis Day Program 2010" in note section of check.

lummisday.org

This is Half-Page Horizontal size

Quarter-Page size

This is Business Card size

**DEADLINE:
APRIL 15 2010**



Artwork:

- Files accepted: InDesign, Photoshop, Illustrator, jpg, PDF, bmp...
- Please use high resolution images (at least 300 dpi)
- For Quark or InDesign files, include images and fonts
- For Illustrator or Photoshop files, please outline the type
- For PDFs, please embed fonts
- All materials submitted become property of Lummis Day Event.
- Additional charges may apply for submissions that are not camera-ready.

Email files to: debkim@eaterieshandbook.com

Ad Sizes (no bleeds):

- Full page* 7.25w x 10h
- Half Page Vertical* . 3.75w x 10h
- Half Page Horizontal 7.25w x 4.75h
- Quarter Page 3.5w x 4.75h
- Business Card 3.5w x 2.25h

*sizes not shown here