



November 2011

Hello,

We are delighted to offer you the opportunity to advertise in the Souvenir Program for Lummis Day 7: the Festival of Northeast Los Angeles. On Sunday, June 3, 2012, we will again be at the Lummis Home and Gardens and Heritage Square Museum.

These locations offer ample opportunities for community tables and advertising. Rates remain the same. 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 ad will entitle you to the following:

- Free community table and 2 chairs (we cannot provide canopies)
- Seal of appreciation for store window display or online branding
- Assistance for setting up and taking down presentation area

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

Yours truly,

Ann Walnum, Al Strange

2012 Souvenir Program Committee Lummis Day 7  
P.O. Box 50543, Los Angeles, CA 90050-0543  
Ann Walnum 323-222-8327  
Al Strange alnedems1458@sbcglobal.net

\* If you wish to keep your 2011 ad, please make a note of it on the sign-up form. If you wish to make revisions, please submit new art.

# 7TH ANNUAL LUMMIS DAY SOUVENIR PROGRAM ADVERTISING

Complete and return this form,  
your check and camera-ready art  
**on or before March 30 2012** 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

**or email to:** debkim@eaterieshandbook.com

I wish to advertise in the program with:

- Business Card Ad \$100 (B/W)
- Quarter-page Ad \$200 (B/W)
  - 4-Color Ads add \$50
- Half-page Ad \$350 (color)
  - Horizontal  Vertical
- Full-page Ad \$600 (color)
- Premium Full-page \$750 (color)

**YES!** Please repeat my ad. from *last year*.

Name of Advertiser \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

Here is my check for \$\_\_\_\_\_ payable to **LDCF**  
Write "Lummis Day Program 2012" in note section of check.

[lummisday.org](http://lummisday.org)

This is Half-Page Horizontal size

**DEADLINE:**  
**MARCH 30 2012**

Quarter-Page size

This is Business Card size



**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](mailto: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