

# ADVERTISING SPECIFICATIONS

## Light at the Lighthouse Music Festival Souvenir Program September 19, 2009 • Point Fermin Park



**FULL PAGE**  
7.5" x 10"  
\$400.00

**HALF PAGE**  
7.5" x 4.875"  
\$225

**QUARTER PAGE**  
3.625" x 4.875"  
\$125

**BUS CARD**  
3.625" x 2.375"  
\$75

### AD SIZES

Full page . . . . . 7.5" x 10"  
Half page . . . . . 7.5" x 4.875"  
Quarter page . . . . . 3.625" x 4.875"  
Eighth page (business card) . . 3.625" x 2.375"

**Publication trim size: . . . . . 8.5" x 11"**

### ADVERTISING DEADLINE:

**JUNE 30, 2009**

### MECHANICAL REQUIREMENTS:

#### ELECTRONIC FILES:

The Light at the Lighthouse Souvenir program book will be created in InDesign CS2 (Mac).

**PLEASE DO NOT SUBMIT FILES CREATED FROM MICROSOFT WORD, PUBLISHER OR COREL DRAW.**

**Ads will ONLY be accepted in the following formats** and must be at least 300 dpi:

- **InDesign CS2** (Mac only) - include all fonts, images and graphics), Hi-res pdf (preferred) Please include native files, if possible, in the event changes need to be made
- **QuarkXpress 6.5** (Mac only) - include all fonts, images and graphics), Hi-res pdf (preferred) Please include native files, if possible, in the event changes need to be made
- **Adobe Illustrator CS2** or earlier (Mac or PC) - .ai, .eps, .pdf: all fonts must be outlined
- **Photoshop** (Mac or PC) - .tif or .eps

Ads may be submitted on CD or emailed directly to Molo Creative at: [lighthouse@molocreative.com](mailto:lighthouse@molocreative.com). Please place the words LATLH in the subject line of email or mail to:

Molo Creative  
4039 W. 177th St  
Torrance, CA 90504

Please fax a hard copy proof of all ads submitted electronically to 310-626-9650.

#### CAMERA READY LINE ART:

Only high-quality black and white line art will be accepted (no screens or halftones). Photos must be submitted separately and Molo Creative will scan and place into artwork.

#### AD PRODUCTION:

If you would like Molo Creative to create your ad, please furnish text, artwork and/or logo that needs to be included in the ad.

#### ADVERTISING SALES CONTACTS:

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C: 310-221-2914  
H: 310-831-2093  
Email: [DirectorDog@cox.net](mailto:DirectorDog@cox.net)

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