

# Long Beach

**RETAIL RATES** (includes full color)

Premium Member

**Please Select**

- Inside front cover \$5,700\*
- Page one \$5,900\*
- Inside back cover \$5,500\*
- Back cover \$5,900\*

Size: Member With Coupon & Web Non-member\*\*

**Please Select**

- Full page \$3,995\* FREE \$4,800
- Half page \$2,100 \$2,400 \$2,900
- Quarter page \$1,450 \$1,650 \$2,200
- Directory ad \$995 n/a

\* Includes coupon in book and on LBCVB website

\*\*Coupon available for members only

FEATURED FOR 1 YEAR  
ON **PRESSTELEGRAM.COM**  
WITH CLOSE TO  
500,000 UNIQUE  
VISITORS MONTHLY



**SPACE RESERVATION DUE:**  
SEPTEMBER 6

**ART DUE:**  
SEPTEMBER 14

**PUBLICATION DATE:**  
OCTOBER 15

- Final trim size: 5.375" x 8.375
- Ad sizes:**
- Full page 4.75" x 7.75"
  - Full page (Bleed) 5.625" x 8.625" Image area 4.75" x 7.75"
  - Half page 4.75" x 3.75"
  - Quarter page 2.25" x 3.75"
  - Directory ad 4.75" x 1.5"

**For more information contact:**

**Specifications:** Camera ready ads may be submitted in the following MAC formats: InDesign, Adobe Photoshop, Adobe Illustrator, EPS and PDF utilizing 150 linescreen. Please include all final artwork and fonts. All documents must be built to final trim size as single pages. Live image area (except for bleeds) must be centered within the document as you intend your image to appear after final trim. Leave at least 1/4 inch clearance on all four sides of your page, free of any element that is not intended to bleed. All bleeds must be extended at least 1/4 inch beyond the document's edge on all four sides. Color images must be specified as CMYK, not RGB. Color images intended for process printing should be saved as CMYK. Black and White images should be saved as Grayscale. All fonts used must be postscript (usually called "Type 1" fonts). Fonts should not be stylized in the page layout program; use font containing the desired attribute. In the event that the desired font is not available a different font must be chosen. All fonts used must be supplied in a separate folder labeled "Fonts". The Adobe Postscript font must be provided. All fonts used in EPS files must be converted to outlines.

**PAY NOW ?**

Please bill my credit card:

- American Express  Visa  Master Card  Discover Card # \_\_\_\_\_
- Check or money order enclosed in the amount of: Expiration \_\_\_\_\_
- \$ \_\_\_\_\_ made payable to: Press-Telegram • 727 Pine Avenue, Long Beach, CA 90844
- Please invoice me.

**AUTHORIZATION & NON DISCLOSURE AGREEMENT**

By signing below, Advertiser agrees to purchase and pay for the above advertising and services. Advertiser agrees not to disclose any aspect of this contract to any person or business. The above rates apply to the 2017 publication only. Listings are a membership benefit subject to the discretion of the LBCVB.  
• Please verify that the LBCVB has the most recent information about your company. This info will be used to create your listing in the publication. Press-Telegram does not enter any member listing information or choose categories of the listings. Press-Telegram does not warranty the accuracy of the information contained in the LBCVB database.

Authorized Signature: \_\_\_\_\_ Title: \_\_\_\_\_

PT Account #

Print Name: \_\_\_\_\_ Sales Rep: \_\_\_\_\_ Date: \_\_\_\_\_

**Fax completed form to 562.499.1474**