



SECTION ONE: General Information

First Name: _____ Last: _____ Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Cell Phone: _____ Home Phone: _____

SECTION TWO: Listing Information

Business Name: _____ Type of Business: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Website Address: _____

Business Geographical Area: (check one):

- ES** - East of La Cienega
 WS - West of La Cienega
 EV - Valley: East of 405 Fwy
 WV - Valley: West of 405 Fwy
 OA - Out of Area

SECTION THREE: Advertising and Parent Resource Page Details

Ad Placement (check one):

Please check the appropriate box where you would like your ad to be placed. (The sizes we offer are in parenthesis.)

- Homepage Advertising (728 x 90)
 Homepage Advertising (336 x 280)
 Newsletter Advertising (336 x 280)
 Newsletter Advertising (728 x 90)
 Parent Resource Page (Premium)
 Parent Resource Page (Basic)

Parent Resource Page Listing:

Please provide text as you would like it to appear on LA-Sports Kidz Parent Resource page.

Premium Listing = 300 Characters Basic Listing = 250 Characters

Parent Resource Page Heading (check one):

- Activities and Outings
 Products and Services
 Programs and Classes
 Shoes and Clothing
 City and Gov't Resources
 Food and Beverages

SECTION FOUR: Payment Information

Advertising rates are listed in Advertising Media Kit.

Please make checks payable to: **LA-Sports Kidz** Mail To: **P.O. Box 491442 Los Angeles, CA 90049**

Amount Enclosed: \$ _____ Signed: _____ Date: _____



INSTRUCTIONS FOR SUBMISSION OF COMPUTER-GENERATED ADVERTISING MATERIAL

The advertiser is responsible for providing complete and accurate digital files. For your advertisement to display correctly, you must follow the guidelines below. LA Sports Kidz is not responsible for color or content of files.

PREFERRED FORMAT

PDF files, distilled at high resolution with fonts and graphics embedded.

Use grayscale for black and white photos and CMYK for color photos.

If you can provide this format, skip the Software, Fonts and Scans sections below.

LAYOUT AND DESIGN

All ads must be sized to the proper dimensions. Ad dimensions are 728x90 pixels for the top of page ad and 336x280 pixels for the bottom-of-page ad.

SOFTWARE

We prefer ads to be layed out in, Adobe. Illustrator, CS (or earlier version) or Photoshop CS (or earlier) at a minimum resolution of 300 dpi. All links must be provided for any imported images or graphic elements.

FONTS

Embed fonts or save text as outlines to ensure text displays as intended.

SCANS

All graphic images must be saved in a format that is compatible with Adobe Photoshop, TIFF or JPEG. They must be placed at 100%. Graphics used in black and white ads must be saved as grayscale; color must be saved as RGB. Images must be sized correctly before importing into your layout program. Graphics must not contain additional image area — crop out unwanted portions of the image

COMPATIBLE MEDIA

CD-Rom

ELECTRONIC TRANSMISSION

E-mail your file or files in a self-extracting document to info@lasportskidz.com. Compressed Zip files are okay or a self-extracting file created with similar software. You must fax a proof of the ad to your advertising representative as well.

CHECKLIST (WHAT TO PROVIDE, IF NOT PDF FILE)

- The document containing the ad itself (e.g. Adobe Illustrator document).
- All graphics included in the ad, such as logos or other scans. Make sure all files are “linked.”
- Screen and printer fonts in your ad. Do not overlook fonts that may be embedded in EPS files. Keep font families separated by folders.
- An accurate, positive proof that our webmaster can use to reference how you want the printed ad to appear. Name and phone number of a person to contact in the event of technical problems.

RATES

Advertising rates are very reasonable and they are listed in the **Advertising Media Kit**.