

FORD THEATRES

ELECTRONIC SIGN INFORMATION & GUIDELINES FOR COPY

According to CalTrans, approximately 1.9 million people per week driving through the Cahuenga Pass see the electronic billboard in front of the Ford Theatres. The electronic billboard is operated continuously on a 24-hour basis, 7 days a week. In 2009, a new state-of-the-art LED sign that contains the ability to produce images was installed (the LED sign measures 5 ft x 15 ft.). Each unit of a message is called a "frame" and each group gets a total of **5 FRAMES**. The value of this visibility is estimated at \$8,000/week per each frame.

Information on your event will appear on the electronic sign for seven days. For example, if your performance is on a Friday, information on your event will go up the previous Saturday. **You need to submit your electronic sign frame designs to Productions Marketing Manager Kim Glann at kglann@arts.lacounty.gov, 3 weeks prior to your event.**

We highly recommend you enlist someone with graphic design skills (a staff member or volunteer) to create and design your frames to make the most out of this promotional opportunity. Below are some tips & guidelines to make your frames the most effective in promoting your event.

TIPS & GUIDELINES

- **Submit four frames that are DISPLAY READY**
Display ready means that the frame is fully designed and has text & image within the frame. See following page for examples of DISPLAY READY frames. The fifth frame will be taken care of by Ford staff and will include Ford web site & telephone # where tickets can be purchased.
- DISPLAY READY frames need to meet the following specifications: dimension must be **64 pixels** (height) by **288 pixels** (width) with a minimum of **72dpi**.
- Each frame must be designed & submitted as **RGB & uncompressed JPEG file**.
- The aim of the copy is to sell tickets to the performance – put the emphasis on the content of your event.
- Stick with **bright colorful images**, instead of dark images. **Do not use white as your background color** (too much white blows out the sign).
- **Keep in mind less is more.** The more characters you have per line, the more difficult it is to read because there is less space. **We recommend no more than 2 lines per frame with a maximum of 30-40 characters per line.**
- Save crediting of your event sponsors to the end. They are not the main focus of the copy. **You are only allowed to acknowledge your top 3 sponsors.**
- Do NOT mention ticket prices or special benefit ticket packages
- Do NOT include the Ford box office # or web site – a frame with that information is automatically inserted following your descriptive frames.
- **Images must be submitted as JPEGs, minimum 72 dpi.** *See following page for examples of DISPLAY READY frames.*

If you do not have the capability or the resources to create DISPLAY READY frames, or have questions regarding the above specifications, please contact Kim Glann at 213.202.5934 or kglann@arts.lacounty.gov to discuss other alternatives.

See page 2 & 3 for GOOD examples of DISPLAY READY frames.

EXAMPLES:





Frame 5 (required, taken care of by Ford)

Reservations:

www.FordTheatres.org

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