

GUIDELINES & INSTRUCTIONS FOR PROGRAM INSERT

DEADLINE:

Submit to communications@arts.lacounty.gov 30 days prior to your event for final approval.

Programs cannot be distributed without approval from Kim Glann, Productions Marketing Manager. Upon receiving final approval, the final version must be submitted to a printer of your choice 2 weeks prior to your event.

FORMAT:

The size of our program wraparound is 8 ½ by 11 inches. The page size of your program should be the same. That way your insert will fit nicely into the wraparound. Depending on how much copy you have, you can do one of the following:

- Two sides of 8 ½ x 11" sheet.
- Two-sided on one 11 x 17" sheet folded in half to make 4 pages.
- Two sides on multiple 11 x 17" sheets folded in half and nested to make a multi-page program.

Please include:

- Event Title
- Event dates (including time, day of week, date and year)
- Page numbers
- Program Details/Notes
- Credit to L.A. County (available in Artist's Workbook)
- Artists' Bios
- Brief paragraph/history of your organization
- Sponsor Logos (optional)

PRINTING:

- Paper heavier than regular Xerox and/or copier paper; 24 to 60 lb paper is recommended.
- Quantity: minimum of 1,000. For groups who have a record of being sold out, we recommend printing a minimum of 1,300.

DELIVERY:

The printed program inserts must be delivered to the Ford Theatres, ATTN: Bill Berry, 1 week prior to your event to allow for sufficient time for Ford staff to hand stuff the inserts into the Ford Amphitheatre programs.

To coordinate delivery, have your printer contact Bill Berry at wberry@arts.lacounty.gov or call 323.769.2170.