

Ford Amphitheatre – last updated June 2011

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, which is called a “frame,” appears for 6 seconds before rotating to the next, and each group will be allowed to have a total of **5 - 8 FRAMES**. The value of this visibility is estimated at \$8,000/week per each frame.

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

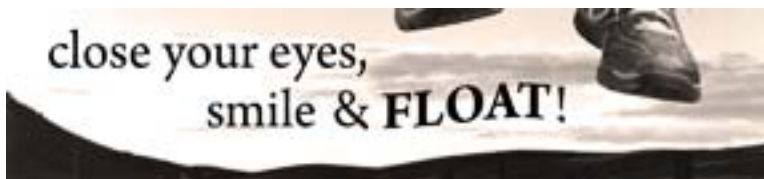
- **Submit 5 - 8 frames that are DISPLAY READY**
Display ready means that the frame is fully designed and has text & image within the frame. See following page for examples of DISPLAY READY frames. The final frame will be taken care of by Ford staff and will include Ford web site & telephone # where 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. **LANDSCAPE oriented** images are preferred and recommended due to the dimensions of the sign.
- **Do NOT use a white background**. It takes up too much light and may blow a fuse.
- 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.**
- **Limit number of sponsor frames to no more than 3 of your 8.** The sponsor frame should link back to your event (i.e., Snappy Food Mart [logo] is a proud sponsor of The Mercy Seat). Remember: the electronic sign is there to promote the events at the Ford, it should not look like an advertising billboard.
- 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.*

Email to communications@arts.lacounty.gov. Your copy may be edited. We will contact you with questions or problems.

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 all other alternatives.

GOOD examples of DISPLAY READY frames.

EXAMPLES





FINAL Frame (required, taken care of by Ford)

Reservations:

www.FordTheatres.org

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