THE GUIDE
CITY OF YORBA LINDA RECREATION AND PUBLIC LIBRARY ACTIVITY GUIDE
Digital Advertisement Specifications and Quarterly Rates

The City of Yorba Linda produces a full color quarterly Activity Guide containing the most comprehensive source for City and Library services, recreation offerings, and resources.

VALUE
It is important to promote your organization or business in a publication that connects you directly to the community. It provides an opportunity to gain valuable and cost-efficient exposure for your organization or business.

DISTRIBUTION
- 27,000 copies are printed each quarter.
- Mailed to approximately 24,500 Yorba Linda households each quarter (4 times a year).
- 2,500 copies are distributed to all City recreation facilities and to the Yorba Linda Public Library.
- Ads also appear in the interactive and digital Activity Guide which is posted online at the City's website and at www.YLRecOnline.com. When website information is included in the ad, the website will automatically hyperlink in the interactive guide.

READERSHIP
- 110,500 readers per issue (readership based on industry pass along rate if 4.25 readers per issue)

DESIGN SERVICES
- Editing Existing Ads
  - Minor text changes are included in price.
- Custom Ad Creation
  - Any major revisions including change of graphics will not be made by publisher and will need to be completed before submission.
  - The City can provide contact information for a graphics designer.

DIGITAL REQUIREMENTS
- Software
  - Illustrator CS3, Photoshop CS3, InDesign CS3, QuarkXpress
  - Microsoft Word, PowerPoint, Excel, Publisher, Page Maker, CorelDraw, Photoshop and Photopaint Files will not be accepted.
- Format
  - .pdf, jpeg, .eps, or .tif
    (Jpeg: compression: “high” or “maximum”) (Tif: saved to the following resolution: 300dpi)
- Fonts
  - Use Type 1 or Open Type fonts only! (No TrueTypes) Include both screen and printer components of each font for Type 1, or convert fonts to outline.
  - For PDFs, all fonts must be embedded.
  - Do not stylize fonts (i.e., do not use the “bold” command to make regular Helvetica appear bold. Use the native Helvetica Bold font instead).
- MEDIA SUBMISSION
  - CD-ROM, DVD, or EMAIL.

QUARTERLY ADVERTISEMENT SUBMISSION DATES

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2019</td>
<td>9/7/18</td>
<td>(in homes mid November)</td>
</tr>
<tr>
<td>Spring 2019</td>
<td>12/3/18</td>
<td>(in homes mid February)</td>
</tr>
<tr>
<td>Fall 2019</td>
<td>5/6/19</td>
<td>(in homes mid July)</td>
</tr>
<tr>
<td>Summer 2019</td>
<td>1/25/19</td>
<td>(in homes mid April)</td>
</tr>
</tbody>
</table>

Advertisement location reservations are taken on a first come first serve basis. Failure to notify City personnel and submit your advertisement by the designated due date may result in the forfeiture of advertisement in the Activity Guide publication.

INSIDE FRONT FULL COVER AD/INSIDE BACK FULL COLOR AD/BACK COVER FULL COLOR AD
(8.25” w x 10.25” h) Inside Front or Inside Back: $1,459 Back Cover: $1,778

FULL-PAGE AD
- No Bleed
  - 7.5” w x 9.125” h
  - $1,459

1/2 PAGE HORIZONTAL AD
- No Bleed
  - 7.5” w x 4.375” h
  - $721

1/2 PAGE VERTICAL AD
- No Bleed
  - 3.625” w x 8.75” h
  - $721

1/4 PAGE HORIZONTAL AD
- No Bleed
  - 7.5” w x 2.1875” h
  - $485

1/4 PAGE VERTICAL AD
- No Bleed
  - 3.625” w x 4.375” h
  - $485

1/8 PAGE HORIZONTAL AD
- No Bleed
  - 3.625” w x 2.1875” h
  - $351

Prices listed are per advertisement, per quarterly issue and based on camera-ready artwork.