

2016 LSF Program Guide Advertising Specification

Thank you for your interest in promoting your business in LSF's first program guide! This guide will be sent out to thousands of households in the Lincoln Park community and will also be available on our web-site. We are only allowing local businesses affiliated with our membership to participate and have limited space. Spaces will be allocated on a first come, first served basis and exclusivity may be arranged.

Option	Description	Cost	Select
Half Page Advertisement	Half page full color ad on page within the program guide; includes Premium Identification in Member Guide	\$450	<input type="checkbox"/>
Quarter Page Advertisement	Quarter page full color ad on page within the program guide; includes Premium Identification in Member Guide	\$250	<input type="checkbox"/>
Premium Identification in Member Guide	All of the below, and: Larger font and in bold face, also get to include one sentence of no more than 15 words to describe your business	\$25	<input type="checkbox"/>
Member Guide	Your business name and contact information (phone and email) is included in the appropriate section	Free	<input type="checkbox"/>

Business name (as you would like it to appear in the program guide)

Type of Business:* _____ Sub Category:* _____

15 words to advertise / describe your business (for all ad's other than the Free Member Guide entry):

Contact information: Phone or Street Address: _____

Digital Details (Email or Web-site): _____

Payment Information:

Credit Card # _____ Expiration Date: _____ CCV: _____

For Half and Quarter Page ads, camera ready artwork needs to be provided prior to October 31st to guarantee inclusion. Please conform with the Art Guidelines on the following page.

Please forward completed form and appropriate graphics to Peter at PG@LakeshoreSF.com.

*Type of business (e.g., restaurant, travel agency, doctor & specialty, dentist, etc.) – please be specific on genre (e.g., Sushi or Oby/Gyn) so that if we get a bunch of entries in a particular category, we can make sub-categories

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Art Guidelines

LSF only accepts advertisements in high-resolution PDF format (PDF/X-1a preferred). PDF files should contain only 4-color process images (CMYK). Lakeshore is not responsible for PDF files prepared incorrectly. All crop marks should be set outside the bleed area. Photographs and artwork should be at least 300 dpi. All Image files should be CMYK and in .tif, .eps, or .jpg file format. Spot colors or RGB will be automatically converted by LSF. Spot colors cannot be expected to exactly match their CMYK equivalent. We cannot be responsible for color shifts that take place in ads that are not supplied as CMYK. All type used in the ads must be converted to outlines before submission.

Type of Ad	Width	Height
Horizontal 1/2 Page Ad	9"	4.5"
Vertical 1/2 Page Ad	4.5"	9"
1/4 Page Ad	4.5"	4.5"

For bleeds include .25"***all live areas are approximately .75" from the dimensions listed. All ads must use the listed dimensions. If they do not, the ad will be resized to fit the designated space. LSF will not be responsible for any information or live matter placed outside the safety that is trimmed or cut off.

If you have further questions about your advertisements, please contact Peter at pg@LakeshoreSF.com

Thanks!