

LA/AF 2011 ADVERTISING SPECIFICATIONS

Thank you very much for your support of the 2011 Los Angeles A Cappella Festival! Your generous contribution is essential in sustaining the festival for years to come, ensuring a high-quality program year after year.

The following is our guide for all LA/AF 2011 related advertising:

CASA.ORG & LA-AF.COM ADVERTISEMENT

//available for diamond & platinum sponsors//

Acceptable Formats: PNG (preferred), JPG, JPEG, GIF
Dimensions: CASA.org: 250px x 250px (W x H)
LA-AF.com: 185px x 185px (W x H)

LOGO FOR LAAF WEBSITE

//available for gold & silver sponsors//

Acceptable Formats: PNG (preferred), JPG, JPEG, GIF
Dimensions: 185px x 80px (W x H)

PROMO COPY FOR LAAF WEBSITE

//available for diamond, platinum & gold sponsors//

Should not exceed 125 words. Please include your website address and/or contact information.

CONCERT PROGRAM AD

//available for diamond, platinum, gold & silver sponsors//

Acceptable Format: JPEG
Required Resolution: 300dpi
Color Profile: Grayscale

diamond & platinum	Full Page Ad	5" x 8"	(W x H)
gold sponsor	1/2 Page Ad	5" x 3.875"	(W x H)
silver sponsor	1/4 Page Ad	2.375" x 3.875"	(W x H)

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Please send your materials to our Creative Director Cy Serrano at cy@la-af.com. Also, if you have any questions or need clarification, please do not hesitate to contact us!

Thanks again!

LA/AF 2011 Production Team