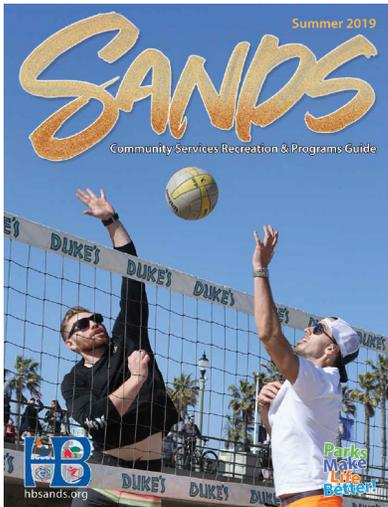


SANDS

Advertising Packet



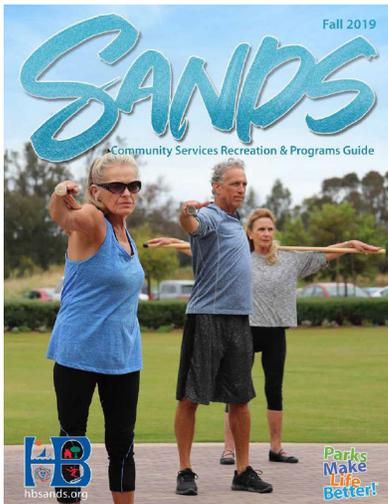
The SANDS is the official quarterly Community Services Guide for the City of Huntington Beach. Huntington Beach offers an array of high-quality programs and events to families in the community who are looking to enrich their lives through recreation.

By advertising in the SANDS, your ad will reach over 100,000 residents in Huntington Beach. Aside from being available in every City Community and Senior Center, the SANDS is also available in City libraries and is mailed out to every household and post office box in Huntington Beach. The SANDS is also available online.

REACH

Distribution of over 80,000 copies:

- » Mailed to City of Huntington Beach/Sunset Beach residents
- » Displayed at official City facilities
- » Digital version available online at huntingtonbeachca.gov



HOW DO I GET MY AD IN THE SANDS?

Limited advertising space is available to organizations and businesses that sponsor City-run programs and events, or who wish to purchase ad space (space permitting).

- » Organizations and businesses that show interest in sponsoring events can request ad space based on space and availability.
- » Sponsorship agreements get priority on ad space.
- » In the case that remnant space is available, organizations with a Huntington Beach business license can purchase ad space.
- » An Advertising Interest Form must be submitted in order to be considered for advertising.



DATES & DEADLINES

WINTER 2019–2020 **DISTRIBUTED MID-NOVEMBER**

Payment & Commitment Due: September 17, 2019
 Print-Ready Artwork Due: October 2, 2019

SPRING 2020 **DISTRIBUTED MID-FEBRUARY**

Payment & Commitment Due: January 2, 2020
 Print-Ready Artwork Due: January 16, 2020

SUMMER 2020 **DISTRIBUTED MID-APRIL**

Payment & Commitment Due: March 18, 2020
 Print-Ready Artwork Due: April 6, 2020

FALL 2020 **DISTRIBUTED MID-JULY**

Payment & Commitment Due: May 23, 2020
 Print-Ready Artwork Due: June 14, 2020

**Note: Dates are subject to change.*

ADVERTISING CONTENT

Advertisements must be relevant to the Huntington Beach community and not contrary or detrimental to the City's mission, corporate values, image and interests. Types of advertisements prohibited include, but not limited to, the promotion of alcohol, tobacco and messages of political or religious nature.

SPACE IS LIMITED. Priority is given to existing advertisers, space/size availability, and advertisers with print-ready material and payments submitted on time.

AD SPECIFICATIONS AND RATES

LOCATION	DIMENSIONS	PRICE
Back cover	8.375"w x 9.15"h	\$3,500
Inside front cover	7.375"w x 9.75"h	\$3,200
Inside back cover	7.375"w x 9.75"h	\$2,900
Half-page (horizontal)	7.375"w x 4.75"h	\$1,200
Half-page (vertical)	3.575"w x 9.75"h	\$1,200
Quarter-page ad	3.575"w x 4.75"h	\$800

All ads are full color.

DESIGN SPECIFICATIONS

Final ad design must be submitted as follows:

- » 300 dpi at exact size stated below
- » Submitted as either PDF or JPG (Compression: "high" or "maximum")
- » Ads must be in CMYK color
- » Provided in one of the following formats:
.pdf, .jpg, .eps, .tif

ARTWORK

All digital files must be submitted as CMYK camera-ready artwork for color ads.

- » Supply all fonts and links.
- » All photos must be scanned at 300 dpi.

FONTS

- » Use Type 1 or Open fonts only. (No True-Types) Include both Screen and printer components of each font for Type 1, or convert fonts to outline.
- » For PDFs, all fonts must be embedded.
- » For eps or vector files, fonts must be out-lined.
- » Do not stylize fonts.

ADVERTISING SUPPORT

For more information, please contact:

Codi Tennessen, Recreation Specialist • codi.tennessen@surfcity-hb.org • 714-374-1583



Updated: July 16, 2019