

# bellflower

## parks & recreation brochure

### Advertising Information Packet

**A great opportunity is available to help local businesses and organizations reach the residents of Bellflower!** Businesses and organizations can purchase an advertisement that will appear in full-color on one of the pages of the City of Bellflower Parks & Recreation Brochure!

If the residents of Bellflower meet your target audience, then the City's Parks & Recreation Brochure is sure to meet your advertising needs. The brochure is distributed to all Bellflower residents and businesses, which is a distribution of over 25,000 households! Don't miss out on this great investment opportunity to advertise your business.

#### Brochure Facts

**Distribution:** 28,000 copies of the brochure are printed for distribution three times a year. 25,500 are mailed out to Bellflower residents and businesses, and the rest are available in main lobbies of recreation facilities, City Hall and the Brakensiek Library.

**Readership:** The brochure is the most comprehensive source for information published by the City regarding recreation classes for all ages, programming and special events.

**Value:** Promote your business with involved and active community members. The brochure is owned by the City of Bellflower and is targeted to the Bellflower community. This advertising opportunity promotes local business growth and development.

#### Why Advertise Here?

*Bellflower has highly desirable demographics.*

College Educated: 45%

Average Income: \$59,790

Population: 79,101

18 years of age and older: 73%

#### Exposure

Frequency: **3 issues per year**

Circulation: **28,000 printed per issue**

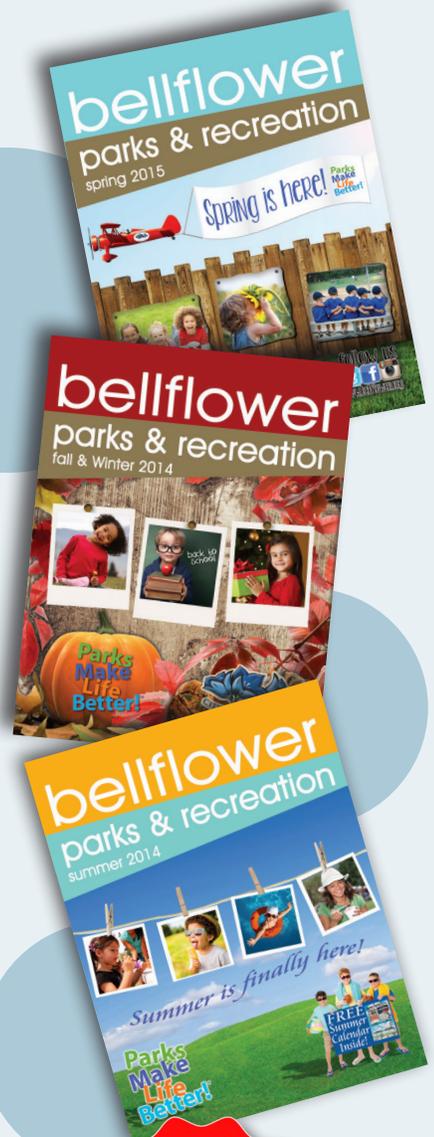
Longevity: **4 month shelf-life**

#### Contact Information

City of Bellflower  
Parks and Recreation Department  
Recreation Supervisor  
Michael Machado  
(562) 804-1424, ext. 2258  
mmachado@bellflower.org



\*Based on Nielsen Co. statistics & 2015 State Department of Finance



# Digital Ad Specifications, Rates and Information

## Digital Requirements

### Artwork

- All digital files must be submitted as CMYK camera-ready artwork.
- Supply all fonts and links.
- All photos must be scanned at 300 dpi.

### Fonts

- Use Type 1 or Open Type 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.

### Software Compatibility

- Photoshop CS 5
- InDesign CC 2014

### Format

- .pdf
- .jpg (Compression: "High" or "Maximum")
- .tif (Resolution: 300 dpi)

### Media Submission

- Email: mmachado@bellflower.org
- CD-ROM

## Advertising Submission Date Ranges

City of Bellflower businesses and organizations will be given priority the first two weeks of each date range.

### Fall/Winter Brochure

May 1 - July 1  
(in homes August)

### Spring Brochure

October 1 - December 1  
(in homes January)

### Summer Brochure

February 1 - April 1  
(in homes May)

## Design & Editing Services

For design and editing services, please call (562) 804-1424, ext. 2258. Design services may be available for an additional fee.



## Contact Information

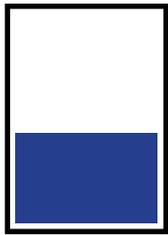
Recreation Supervisor  
Michael Machado  
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City of Bellflower  
Parks and Recreation Department  
(562) 804-1424, ext. 2268



## Dimensions & Prices: Full Color (CMYK)

Full Page Options May Be Available/ Guaranteed Positions May Be Available (A 15% Fee May Be Assessed)

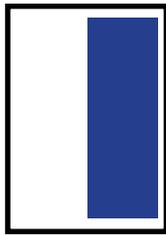


**HORIZONTAL**  
**½ PAGE AD**

No Bleed  
7.25" w x 4.66" h

**Bellflower Businesses**  
One-Time: \$1,250  
Annual: \$1000 x 3

**Non-Bellflower Businesses**  
One-Time: \$1,500  
Annual: \$1,200 x 3

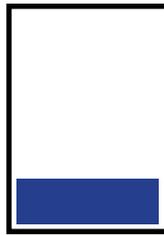


**VERTICAL**  
**½ PAGE AD**

No Bleed  
3.5625" w x 9.5" h

**Bellflower Businesses**  
One-Time: \$1,250  
Annual: \$1000 x 3

**Non-Bellflower Businesses**  
One-Time: \$1,500  
Annual: \$1,200 x 3

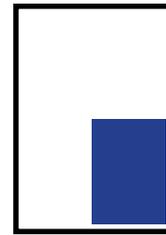


**HORIZONTAL**  
**1/4 PAGE AD**

No Bleed  
7.25" w x 2.33" h

**Bellflower Businesses**  
One-Time: \$825  
Annual: \$660 x 3

**Non-Bellflower Businesses**  
One-Time: \$990  
Annual: \$795 x 3

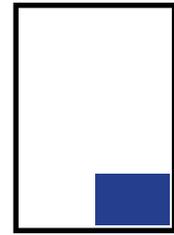


**VERTICAL**  
**1/4 PAGE AD**

No Bleed  
3.5625" w x 4.66" h

**Bellflower Businesses**  
One-Time: \$825  
Annual: \$660 x 3

**Non-Bellflower Businesses**  
One-Time: \$990  
Annual: \$795 x 3



**1/8 PAGE AD**

No Bleed  
3.5625" w x 2.33" h

**Bellflower Businesses**  
One-Time: \$550  
Annual: \$440 x 3

**Non-Bellflower Businesses**  
One-Time: \$660  
Annual: \$530 x 3

### DISCLAIMER

Please Note: Advertisements must not be contrary nor detrimental to the City's purpose for creating the Parks and Recreation seasonal brochure. Types of advertisements prohibited include, but are not limited to, the promotion of drugs, alcohol, tobacco, firearms, hostility, disorder, violence, pornography or any advertising promoting or opposing any political candidate, political party, cause, or advocating or opposing any specific religion or religious belief. Advertisements cannot compete with City-sponsored programs and/or events. Seasonal rates, per issue, effective Summer 2016-Spring 2017; all prices subject to change.

**THE CITY OF BELLFLOWER HAS FINAL APPROVAL FOR ACCEPTING ALL ADVERTISEMENTS.**

## CITY OF BELLFLOWER DEPARTMENT OF PARKS & RECREATION