Recreation Department

Brochure Advertisement Application – Deadline – Monday, February 10, 2014

Fax: 510-528-9413

Email: cjones@ci.el-cerrito.ca.us your ad in tiff format.

All images need to be available in CMYK and **NOT** RGB

We cannot display your ad without the return of this confirmation.

_____ _____

Name of Business/Organization Contact Person

_____

Phone Number Street Address City Zip

Listed below are the options and pricing for a brochure advertisement.

Please select your company's advertisement option:

- ❑ 1 Business Card $250
- ❑ 2 Business Cards = 1 card & 1 promotional offer/coupon $400
- ❑ ¼ Page $600
- ❑ ½ Page $950
- ❑ Full Page $1750

Please note: Many business cards/ad copies do not reproduce well. Please consult a professional graphic designer to see if your business card/ad is copy ready. If it is not, we will need to typeset it for you and you will be billed in accordance with the established graphic preparation fee.

Total Fees Due_____ Amount Paid_____ Amount To Be Billed_____

Please attach your camera ready advertisement.
All electronic images should be available in CMYK and **NOT** RGB format for best results.
Please make checks payable to the City of El Cerrito, or call to make payment with a Credit Card.

Date Received_____ Staff Initials_____

Brochure Ads, El Cerrito Community Center, 7007 Moeser Lane, El Cerrito, CA 94530

RECREATION DEPARTMENT
7007 MOESER LANE
EL CERRITO, CA 94530
(510) 559-7001 Fax (510) 528-9413

January 22, 2014

Dear Local Business Owner:

The City of El Cerrito is excited to announce an advertisement opportunity for local businesses. The Summer 2014 Recreation & Community Brochure will be available online, and mailed to all El Cerrito and Kensington residents and areas of Richmond. The brochure is also distributed at multiple community locations including the El Cerrito Swim Center, Recreation Department, City Hall, Senior Center, art studios, libraries, and local schools and businesses. The brochure is the local "go-to" for what is happening in El Cerrito including youth & adult programs and classes, special events, facility and park rental opportunities, City news and more.

The Recreation Department is now offering new advertisement options and prices including a 2 business card space to allow for your business listing *and* a promotional offer. This new option gives you the opportunity to not only advertise but to also solicit new customers and reward loyal customers with a coupon.

Please refer to the list of options below when considering the cost and size of the advertisement you would like.

- 1 Business Card $250
- 2 Business Cards = 1 card & 1 promotional offer/coupon space (ex: bring this ad for 10%) $400
- ¼ Page $600
- ½ Page $950
- Full Page $1750

Your ad will be listed in the Summer 2014 brochure, which will be available and in use from March 2014-August 2014. Your copy ready advertisement is due to the Community Center by Monday, February 10, 2014.

Thank you for your interest and if I can be of further assistance please call me at (510) 559-7000 or email cjones@ci.el-cerrito.ca.us. Please complete the attached form with your ad. Many business cards/ad copies do not reproduce well. Please consult a professional graphic designer to see if your card/ad is copy ready. All electronic images should be available in CMYK and not RGB and in Tiff format for best results.

Sincerely,

Christopher Jones
Recreation Director