



**lido isle  
community  
association**

701 Via Lido Soud, Lido Isle • Newport Beach, CA 92663  
Telephone (949) 673-6170 • Fax (949) 673-6827

**LIDO ISLANDER  
INSERTION AUTHORIZATION**

**Space and materials close is the  
12th of month preceding issue of insertion**

Authorization is hereby given to insert our advertisement in the Lido Isle Community Association's *Lido Islander* publication, issue(s) [ \_\_\_\_\_ ] through issue(s) [ \_\_\_\_\_ ], 20 \_\_ / 20 \_\_ consecutively, for a total of \_\_\_\_ issues.

Total cost for space: \$ \_\_\_\_\_. Checks payable to LICA. \* *Total will be adjusted for contract discount.*

**Advertiser Information:**

Business Name: \_\_\_\_\_

Ad Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: Business \_\_\_\_\_ Residence \_\_\_\_\_ Fax \_\_\_\_\_

E-mail Address: \_\_\_\_\_

**Ad Unit Size:**

- 1-sq., \$ 41.25 per issue (Ad Size = 2-5/16" x 2-5/16")
- 2-sq., \$ 82.50 per issue (Ad Size = 2-5/16" x 4-7/8" vertical or horizontal)
- 3-sq., \$123.75 per issue (Ad Size = 2-5/16" x 7-1/2" vertical or horizontal)
- 4-sq., \$165.00 per issue (Ad Size = 4-7/8" x 4-7/8")
- 6-sq., \$247.50 per issue (Ad Size = 4-7/8" x 7-3/8" vertical or horizontal)
- 8-sq., \$264.00 per issue (Ad Size = 4-7/8" wide x 8" tall)
- 1/2 Page, \$528.00 per issue (Ad Size = 10" wide x 8" tall)
- Full Page, \$1,056.00 per issue (Ad Size = 10" wide x 15-7/8" tall)

**Terms:**

- **New Advertisers:** First insertion paid in advance (checks payable to LICA); subsequent insertions billed terms net 30 days.
- **Intermittent Advertisers:** Non-consecutive ads are paid in advance, each issue.
- NO ads will run for any advertiser who has an outstanding balance from any previous month.
- For subsequent ads not included in original Insertion Authorization, approval to run other than what is noted on Insertion Authorization must be submitted in writing before the current issue deadline.

\_\_\_\_\_  
*Authorizing Signature*

\_\_\_\_\_  
*Title*

\_\_\_\_\_  
*Date*

**Materials Specifications:**

Two sets of advertising materials must be submitted for (1) the color online edition, and (2) the black-and-white print edition, digital format only, in one of the following two file formats:

- 1) **Photo images** at 300 dpi, in (1) color (for the online edition) and (2) grayscale (for the print edition), at correct ad size in .jpg, .tif, .psd or .pdf formats ONLY. NO pixelated/low-resolution images will be accepted.
- 2) **Vector art with or without images** in (1) RGB color space (for online edition) and (2) CMYK color space in black ONLY (for black-and-white print edition). Fonts set to outlines or curves. Acceptable file formats are .ai and .cdr ONLY.

The *Lido Islander* design staff can create your ad for you. Please submit your specifications, ad copy and images in an acceptable format above. Ad creation will be quoted and billed separately.

\* *Space contracts are available for 6 months at a 5% frequency discount, and for 12 months at a 10% discount. All contracts are payable in advance.*