



**lido isle  
community  
association**

701 VIA LIDO SOUD  
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 \_\_\_\_\_ Address \_\_\_\_\_

## Ad Contact Name (required)

Contact phone \_\_\_\_\_ E-mail \_\_\_\_\_

## AD UNIT SIZE:

- \_\_\_ 1-sq. - \$50 per issue (Ad Size = 2.31 in x 2.31 in)
- \_\_\_ 2-sq. - \$100 per issue (Ad Size = 4.875 in x 2.31 in)
- \_\_\_ 3-sq. - \$150 per issue (Ad Size = 7.5 in x 2.31 in)
- \_\_\_ 4-sq. - \$200 per issue (Ad Size 4.875 in x 4.875 in)
- \_\_\_ 6-sq. - \$300 per issue (Ad Size 7.5 in x 4.62 in)
- \_\_\_ 1/4 Page - \$300 per issue (Ad Size = 4.875 in x 8 in)
- \_\_\_ 1/2 Page - \$600 per issue (Ad Size = 10 in x 8 in)
- \_\_\_ Full Page - \$1,200 per issue (Ad Size = 10 in x 16 in)

## TERMS:

- New Advertisers: First insertion paid in advance (checks payable to LICA); subsequent insertions billed 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.
- 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.
- 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.
- Ad sizes available at the discretion of the Lido Islander Editor. Full page ads availability is subject to space consideration and may be limited to select months.

Authorizing Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

Payment received by \_\_\_\_\_ Check # \_\_\_\_\_ Date \_\_\_\_\_

### Material Specifications:

Advertising materials must be submitted in digital format only in one of the following file formats:

- 1) Photo images at 300 dpi in color 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 CMYK color. Fonts set to outlines or curves. Acceptable file formats are .ai and .eps 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.*