

2005 LA STAGE TIMES: GUIDELINES/DEADLINES/PAYMENT

LA STAGE ALLIANCE 644 S. FIGUEROA L.A., CA 90017

Effective 03/01/2005

LA STAGE TIMES, administered by LA Stage Alliance, offers discounted advertising in the Calendar section of the full run (All Regions) of the Los Angeles Times --Thursdays through Sundays. For one price you receive four days of advertising – reaching nearly 4 million LA Times readers!

COPY GUIDELINES

Ads are text only. Ads will be generated by text provided to LA Stage Alliance.

No graphics, logos or other artwork may be used in LA Stage Times.

FUTURA LT BT is the font used for all text in the ads.

Titles will run in **BOLD**. All other text will run standard.

No underlining or boxing of text may be used.

Usage of upper and lower case letters and italics is at the discretion of the advertiser.

Text cannot run smaller than a 7pt. font size.

Ads run one column inch wide – 1 13/16th”.

Ads are grouped by performance type, size of venue, and then placed in alphabetical order – if space allows.

DEADLINES

To reserve an ad, you must submit a completed and signed Space Reservation Form with payment by 5pm on the Monday of the week in which the ad will run. If an organization is placing multiple ads over a period of time, a new Space Reservation Form must be submitted for each new production. All requests for size changes for continuing ads must also be received by 5pm on Mondays. **Any reservations made after 5 pm on Monday will not be accepted. In addition, any reservations that are made before the deadline, but which are then cancelled AFTER 5 pm on Monday will be subject to a 50% cancellation fee.**

A proof will be sent to you by 12 pm on Tuesday of the week in which the ad will run. You will have until 5 pm to make any alterations or revisions to this proof. Remember, the earlier you place your space reservation with your copy, the more time you will have to revise your ad before the deadline. **Due to deadlines set by the LA Times, absolutely no revisions can be made after 5 pm Tuesday.**

PAYMENT TERMS

Payment for all ads is due by 5 pm on the Monday of the week in which the ad will run. All clients **must** guarantee their reservations with a credit card. All clients whose payment is made by check, money order, or cash by 5 pm Monday will be offered the Cash Payment in Advance discount. (Please note that the Cash Payment in Advance discount is only available to LA Stage Alliance Organizational Members. For more information on how to become an Organizational member, please call Trena Pitchford at 213-614-0556 x 12.) All credit card clients will have their cards charged at 5 pm on Monday.

All non-members must either pay by credit card or deliver a check/cash/money order to LA Stage Alliance by 5 pm Monday or their ad will not run that week. Members may mail a check to arrive after the Monday deadline, but no further ads may be placed until all back payments have been received.

Acceptable forms of payment:

Cash, check, money order, VISA, MASTERCARD, AMERICAN EXPRESS, and DISCOVER

Checks should be made payable and sent to:

LA STAGE ALLIANCE 644 S. Figueroa Los Angeles, CA 90017

A \$20 service fee will be charged on all returned checks.

Due to the significant discounts offered in LA Stage Times, we are unable to offer credit.

**For more information contact Peter Kuo:
213.614.0556 x40 or pkuo@LAStageAlliance.com**