



LA JOLLA HISTORICAL SOCIETY

25TH ANNUAL SECRET *Garden* TOUR

2024 EVENT PROGRAM ADVERTISING

EXCLUSIVE MARKETING OPPORTUNITY

This event draws an affluent audience from La Jolla, San Diego County and Southern California. These loyal attendees are enthusiasts of landscaping, architecture, home decor and La Jolla.

Advertising in this event program guide will align your brand with luxury home and garden consumers plus support the mission of the La Jolla Historical Society.

SUPPORT THE LA JOLLA HISTORICAL SOCIETY

Company Name:
Contact:
Phone:
Address:
Email:
Credit Card Number:
Expiration Date: CVC code:

I agree to pay the following amount \$
for the ad size checked to the right.

X

Fill out this form and mail to:

La Jolla Historical Society
Attn: SGT Program Advertising
PO Box 2085
La Jolla, CA 92038-2085

OR drop off in person:

7846 Eads Avenue, La Jolla, CA 92037
(ph: 858.459.5335)

OR email your information:

Fill out this form, scan and email to:
info@lajollahistory.org

Please make check payable to the La Jolla Historical Society. (MEMO LINE: SGT 2024 PROGRAM AD)

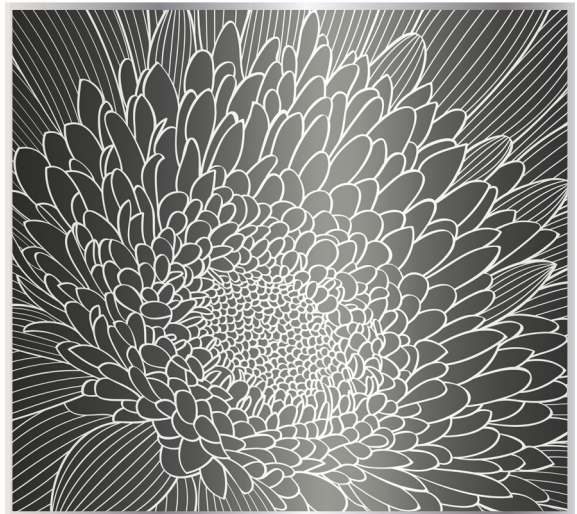
See reverse side for specifications and deadlines.

AD RATES AND SIZING

The program guide will be printed in 5.5" x 8.5" format. Check the ad size you prefer:

- BACK COVER 5.5"w X 8.5"h \$1,250
- INSIDE BACK COVER 5.5"w X 8.5"h \$1,000
- INSIDE FRONT COVER 5.5"w X 8.5"h \$1,000
- FULL PAGE COLOR 5"w X 8"h \$ 900
- HALF PAGE HORIZONTAL 5"w X 3.875"h \$ 500
- HALF PAGE VERTICAL 2.375"w X 8"h \$ 500
- QUARTER PAGE 2.5"w X 4"h \$ 350

SECRET *Garden* TOUR



SATURDAY MAY 18, 2024

With a Garden & Gift Boutique at Wisteria Cottage
lajollahistory.org | 858.459.5335

Friday Evening Secret Garden Party
May 17, 2024

2024 EVENT PROGRAM ADVERTISING

AD RATES AND SIZING

BACK & INSIDE COVERS

5.5" w x 8.5" h (plus .125" bleed)

FULL PAGE: 5" w x 8" h

HALF PAGE HORIZONTAL: 5" w x 3.875" h

HALF PAGE VERTICAL: 2.375" w x 8" h

QUARTER PAGE: 2.5" w x 4" h

ARTWORK SPECIFICATIONS

ALL COVER ADS ARE FOUR COLOR (CMYK)

- PDF (distilled at high resolution)
- High resolution bitmap files (TIFF, JPEG) are acceptable, but be advised that bitmap text may print a little blurry.
- Resolution: 300 dpi or higher

DEADLINE FOR RECEIVING CAMERA OR PRINT READY ARTWORK AND PAYMENT

MARCH 15, 2024

- Advertising fee and artwork must be received by Friday, March 15, 2024.
- Cash, checks and credit cards are accepted.

ARTWORK SUBMISSION

PLEASE SUBMIT YOUR CAMERA OR PRINT READY ARTWORK VIA EMAIL TO:
info@lajollahistory.org

FOR QUESTIONS CONTACT:
Meg Davis at 858-220-9024

