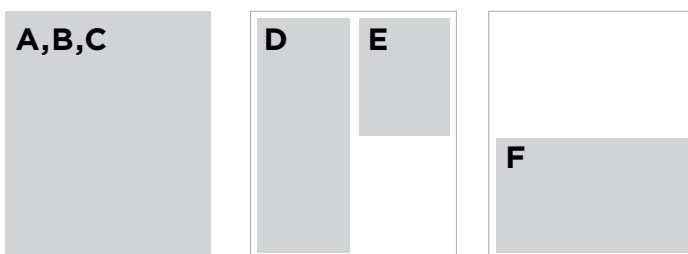


LA STAGE

SOUTHERN CALIFORNIA'S PERFORMING ARTS MAGAZINE

DISPLAY AD SPECIFICATIONS & PERFORMING ARTS ADVERTISING RATES

Note new ad specifications as of the May/June 2008 issue



UNIT Width X Height	NON-LASA MEMBER PERFORMING ARTS RATE	LASA MEMBER RATE	MULTIPLE RATE MEMBER / NONMEMBER Minimum 3 insertions
A Full Page 9.125" x 11.125" bleed*	\$1,000	\$900	\$ 850/945 each
B Back Cover 9.125" x 11.125" bleed*	\$2,500	\$2,000	\$2,000 each
C Inside Covers 9.125" x 11.125" bleed*	\$1,750	\$1,500	\$1,250 each
D 1/2 Page Vertical 4.125" x 11.125" bleed*	\$700	\$650	\$600/635 each
E 1/4 Page 4.125" x 5.5"	\$400	\$375	\$ 350/375 each
F 1/2 Page Horizontal 8.625" x 5.125" bleed*	\$700	\$650	\$ 600/635 each

TECHNICAL INFORMATION

All ads must be print ready.

Acceptable media: CD/DVD

Acceptable digital file format:

Press-optimized CMYK PDF (preferred & should not contain rgb or jpg data)

Quark XPress for MAC (with mac fonts & images included)

Adobe Illustrator EPS (version 11 or below)

Adobe Photoshop Tif or EPS (B&W, grayscale or CMYK format)

All images and fonts (MAC only) must be included unless you are submitting PDF files.

Image resolution must be 300DPI (at least 240 DPI).

Full color ads must be submitted CMYK.

***PERTINENT INFORMATION SHOULD BE KEPT WITHIN A .35 BORDER FOR TRIMMING**

PLEASE CONTACT:

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