

LA STAGE

LA TIMES GUIDELINES & DEADLINES 2009

LA Stage Times is a discount advertising program administered by LA Stage Alliance. *LA Stage Times* runs in all regions Thursday–Sunday in the Calendar section of the *Los Angeles Times*. For information on rates please see our Space Reservation Forms. In this document, you will find information about **Deadlines, Payment, Copy Guidelines,** and **Text Layout.**

Deadlines

SPACE RESERVATION

- Space Reservation Forms must be completed, signed and submitted no later than 9 AM on Monday of the week of the ad run. Forms submitted after the deadline will not be included in *LA Stage Times*.
- To be included in 'The List' section of the *LA Stage Times* box, you must be a member of LA Stage Alliance and your production must be listed on LAStageAlliance.com by 9 AM on Monday.
- Forms may be submitted by mail, fax, or Email - PDF forms can be filled out electronically.
- A form must be submitted for each new production. Once a form has been submitted you may add weeks to the run of your ad by phone or email.
- Space reservations which are cancelled after 5 PM Monday will be subject to a 50% cancellation fee.

- A proof will be sent to you by 2 PM on Monday of the ad week.
- Revisions based on advertiser requests will be made at 4 PM and 6 PM on Monday. Requests for changes/revisions to your ad can be made by phone, fax, or email. The ad will be completed and submitted to the *LA Times* after the 6 PM revision is completed.

EARLY DEADLINES

- Throughout the year there will be early deadlines for holidays, etc.
- Early deadlines are noted on the Space Reservation Form when an asterisk (*) precedes the date.
- A list of early deadlines can be found on the LA Stage Alliance website.
- Early deadlines are subject to change, so please check the website for updates before placing your order.

COPY

- Text must be provided no later than 9 AM on Monday of the week of the ad run.
- Text may be submitted in the body of an Email or by fax, mail, or over the phone.
- We will lay out the ad using the *LA Stage Times Copy Guidelines & Text Layout* (see Page 2).

PROOF

Payment

GUARANTEE

- Space Reservation must be guaranteed with a credit card.
- Space Reservation Forms which are incomplete or submitted without credit card information will not be accepted.

DUE

- Payment is due by 5 pm Monday of the advertising week.
- If your cash, check or money order payment has not been received by the deadline, payment will be charged to the credit card number on your form.

METHOD

- We do not offer delayed billing or invoicing.
- Our preferred method of payment is the American Express Card. We also accept: cash, check, money order, Visa, MasterCard, and Discover.
- Please indicate the PAYMENT METHOD on the Space Reservation Form.

CHECKS

- Checks and money orders should be made payable to LA STAGE ALLIANCE and sent to:
LA STAGE ALLIANCE
644 S. Figueroa St.
Los Angeles, CA 90017
- A \$20 service fee will be charged on all returned checks.

DISCOUNTS

- The old 'Cash in Advance' discount has been eliminated. As of 3/1/09, new rates will apply universally that are slightly below the old 'regular rates'.
- Rates can be found on the Space Reservation Form.
- For information on becoming an organizational member, please contact the Membership Department at 213-614-0556 x 12.

Copy Guidelines

- Ads are text only.
- Text for ads may be submitted by mail, fax, or Email.
- No graphics, logos, symbols or other artwork may be used.
- No text may be bolded, underlined, or boxed.
- No special characters, such as bullet points.
- Use ALL CAPS sparingly and appropriately as they are less legible and can be confused with titles. Limit the use of punctuation. Pay close attention to say what is needed in least amount of words.
- Usage of upper and lower case letters and italics is at the discretion of the advertiser, except titles which will run in all capital letters.
- Times will use 'am' or 'pm' if not included or incomplete. Days, and months will be abbreviated as necessary to save space if lines run too long.
- Other than the space immediately following the header bar and the space immediately preceding the phone number, blank lines count as lines of text in the ad copy.
- Quotes must be attributed to source. Quotes not attributed to a source will not be run.
- Limit URLs to domain only, or up to one backslash
- Ads are listed by size of venue and then placed in alphabetical order - when space allows.
- All ads automatically include a bar at the top indicating CITY, GENRE and VENUE SIZE. They also include, free of charge, a PHONE NUMBER and WEBSITE at the bottom of the ad. Please do not include any of these five pieces of information in your ad text.

LOCATION **GENRE / THEATRE SIZE**

PRODUCTION NAME
Dates / Times

Artist Credits.
Media Quotes.
Description. Special Offers

Name of Theatre.

Phone Number
Website

NORTH HOLLYWOOD **MUSICAL / ■**

DRACULA
Feb 24 - May 10.
Fri. & Sat., 2 & 8 pm; Sun., 3 pm

Directed by Howard Berl.
Sensational! Hip & erotically charged!
-LA Times;
CRITIC'S PICK! Plenty of shocks, chills and thrills! -Backstage; Sexy and Scary!
-CurtainUp.com;

Last 4 weeks!

NOW PLAYING!
The NoHo Arts Center.

818.508.7101
thenohoartscenter.com

Recommended template for 1st ad,
and sample 2nd ad.

Text Layout

FONT

- All text will be left justified in the ad space.
- Titles will run in capital letters.
- Titles will be set at 0.1 inch height.
- Title lines will not include standard text.
- Standard text will be set at 0.05 inch height.

CHARACTER LIMITS

TITLES	15 characters including spaces
STANDARD TEXT	21-32 characters including spaces

- Use ALL CAPS sparingly as they limit the amount of text that can be included on each line.

LINE LIMITS

- The following limits do not include header bars but do include title text and internal blank lines.

1/2 inch	3 lines
3/4 inch	6 lines
1 inch	9 lines
2 inch	18 lines
3 inches	27 lines

Listings

The listing section is only open to LA Stage Alliance Organizational Members. Every Monday morning at 9 am, all shows listed on LAStageAlliance.com that have performances in the next two weekends are automatically placed in the listings section, provided that an authorizing space reservation form is on file for the organization at that time. Each listing lists the name of the producing organization and the title of the production ONLY, just as they are listed on LAStageAlliance.com.

For a sample of the LA Stage Times ad please go to www.LAStageAlliance.com/LAStageTimesinfo.asp.