



HELP SUPPORT LOCAL CULTURE!

The 15th Annual Sherman Heights Dia de los Muertos celebration is on Saturday and Sunday, Oct. 31 and Nov. 1, 2009. Please help by buying an ad in the event program. Use the ad to promote your business or to remember a loved one who has passed. Thank you for supporting local culture! Learn more at www.shermanheights.com.

1) **Reserve your ad space.** Call Louise Torio, Chair of the Sherman Heights Neighborhood Cultural Council (SHNCC), at 619-233-8833 today! Give us your business card or camera-ready art (see details at right).

2) **Make your check out to our fiscal agent, the Central Commercial District Revitalization Corporation (CCDRC) and put "SHNCC" in the memo portion of your check.** All business cards, artwork, or information **must be received NO LATER THAN October 23**, to Louise Torio, 657 20th St., San Diego, CA 92102-2810.

2009 AD CATEGORIES

- \$100 FULL PAGE AD
- \$50 HALF PAGE AD
- \$25 BUSINESS CARD-SIZE AD

Please provide two copies of your business card.

PROGRAM PRODUCED BY THE SHERMAN HEIGHTS NEIGHBORHOOD CULTURAL COUNCIL.
TECHNICAL QUESTIONS ABOUT CREATING YOUR AD? CALL STEVE VEACH AT 619-238-4537.

← FULL PAGE AD: 7.75" tall x 4.75" wide (no bleed) →
\$100

↑
BUSINESS CARD AD: 2" x 3.5"
(can be horizontal or vertical)
\$25
↓

↑
HALF PAGE AD: 3.75" tall x 4.75" wide
(no bleed)
\$50
↓

If providing your ad on computer disk (CD)...

- the ad must be in Illustrator CS2 (outline the fonts), Photoshop CS2, or Quark 6.0 or lower (you'll need to give me the fonts). The art will be created on a Mac.

-- OR --

- the ad can be saved as a JPEG, TIFF, or EPS. Art must be High Resolution (high res/300 DPI) for print quality (images downloaded from the internet are usually NOT adequate enough for printing).

Please provide a contact name and number so the designer can call you if he has any questions.

You can send your ad via e-mail if the ad is 3MB or less.

E-mail your ad to Steve Veach, the graphic artist, at sveach80@aol.com

Copy Louise Torio, SHNCC Chair, at shermanheights@aol.com