



## Program Book 2017 An Invitation to Advertise

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**The 50th Holiday Look In will be held on Saturday and Sunday  
December 2<sup>nd</sup> and 3rd !**

Four elegant homes in Pasadena will be decorated by noted local florists and *all* proceeds will benefit the Pasadena Symphony & POPS. Last year, with the support of our advertisers, patrons and visitors, we donated \$119,000.

Please support us and our community by placing an ad in the "Program Book." This glossy guide to the festive weekend features photographs and the details of each home and will be read by over 2000 guests.

Every advertiser will receive complimentary tickets, the number dependent upon the size of their ad.

The sizes and prices of the ads are listed in the enclosed contract. The ad rates have not changed from last year. Please review your options and let me know if you have any questions.

Thank you for supporting the Pasadena Symphony & POPS on our 50<sup>th</sup> Anniversary!

Sincerely,

Jeanne Adams  
HLI Program Ad Committee  
[jgadams2006@gmail.com](mailto:jgadams2006@gmail.com)  
626-281-6002

Brenda Baity, Chair  
Holiday Look In 2017



## Ad Contract

I, the undersigned, agree to contract for Advertising in the 2017 Holiday Look In Program Book.

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Email \_\_\_\_\_

Ad Size \_\_\_\_\_

- **Check payable to: Women's Committee, PSA.**
- **Check Deadline: October 20, 2017.**
- **Digital Files due by: October 24, 2016.**

The Women's Committee reserves the right to assign and place all advertising, other than covers, in the program book. The advertiser is solely responsible for any legal liability arising out of, or related to, their advertisement and indemnifies the Women's Committee PSA from any and all loss or damage.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**Please return signed contract and payment to:**

Jeanne Adams  
780 Granada Avenue  
San Marino, CA 91110



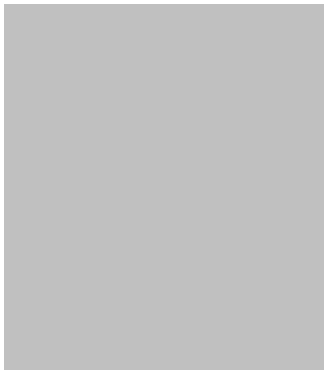
**Program Book Ads: Rates and Deadline**

Checks Payable To: Women’s Committee, PSA.

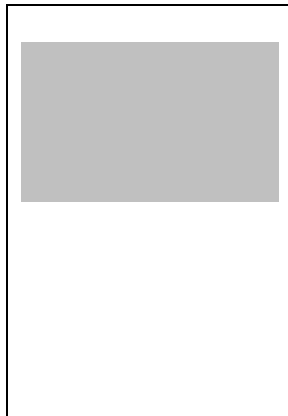
Mail To: Jeanne Adams at 780 Granada Avenue, San Marino, CA 91108

**Ad Deadline: October 24, 2017**

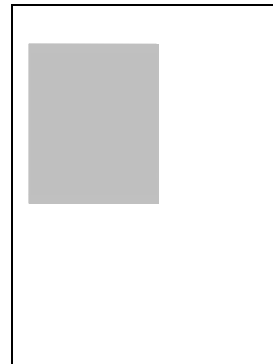
**Note: Please submit digital files to Soap Studio, Inc: [gabriela@soapstudioinc.com](mailto:gabriela@soapstudioinc.com)**



Full Page  
6.5 x 8.0  
bleed: 7.25 x 8.75



One-Half Page  
6.5 x 4.0  
bleed: 7.25 x 4.5



One-Quarter Page  
3.2 x 4

Business Card  
3.2 x 2  
Horizontal  
Only

Outside Back Cover (color only)	\$2,000.00
Inside Back Cover	\$1,500.00
Full Page	\$ 750.00
Half Page	\$ 475.00
Quarter Page	\$ 350.00
Business Card	\$ 200.00

**MATERIAL REQUIREMENTS:**

Color ads shall be submitted as high resolution PDF, TIF or ESP formatted files at 300 dpi.  
Please format all files in CMYK – no PMS colors.