



ADVERTISING INFORMATION PACKET

City of El Cerrito Recreation Department 7007 Moeser Lane, El Cerrito, CA 94530
(510) 559-7000 • Fax (510) 528-9413 • recreation@ci.el-cerrito.ca.us • www.el-cerrito.org/recreation

The El Cerrito Recreation Department Activity Guide **rECguide** is produced three times annually and provides a first-rate marketing opportunity to reach El Cerrito residents and beyond. The **rECguide** is the local “go-to” for what is happening in El Cerrito including youth & adult programs and classes, special events, facility and park rental opportunities, City news and more.

Community Guide Distribution Information

- Three guides are produced each year – Summer, Fall and Winter/Spring.
- Nearly 28,000 copies are produced and distributed.
- All El Cerrito residents receive a copy with additional guides mailed to Kensington and areas of Richmond. The **rECguide** is distributed at multiple community locations including the El Cerrito Swim Center, Recreation Department, City Hall, Senior Center, art studios, libraries, and local schools and businesses. Widely read and retained for several months by residents.
- Also available for viewing on the City website at www.el-cerrito.org/recreation and the Department’s monthly **rECnews** e-newsletter.

Advertising Details

- Advertising space is available in four sizes: 1/8 page, 1/4 page, 1/2 page.
- All community advertising is produced in full color.
- Every effort will be made to accommodate all advertising requests, however we cannot guarantee placement since ad space is limited.
- Placement location and ad type of all ads will be at the staff’s discretion.

Contact Information

City of El Cerrito Recreation Department
7007 Moeser Lane, El Cerrito, CA
Phone: (510) 559-7000 Fax: (510) 528-9413
Contact: Sarah DiBenedetto, Management Assistant
Phone: (510) 559-7001 E-mail: sdibenedetto@ci.el-cerrito.ca.us

Instructions for Reserving Advertising Space

(Required for each rECguide edition submission)

- ✓ **Submit Complete rECguide Advertising Application**
 - Complete the included application for each issue of the **rECguide** in which you would like to advertise.
 - Submit completed application to the contact information listed on page 1.
- ✓ **Submit Payment for Advertising Space**
 - Checks made payable to: The City of El Cerrito
 - VISA/MasterCard/AMEX: complete and sign the included payment form.

- ✓ **Submit Advertising Copy**

- **Resolution of 300dpi or higher required.**
- Electronic format: .jpg, .pdf, .eps or .tiff
- Email files to: sdibenedetto@ci.el-cerrito.ca.us
- If the file is too large, then drop off/mail a CD to the contact listed on page 1.
- **Ad copy must be submitted in the requested and designated dimensions or a surcharge will be applied for modifications.**
- *If you would like advertisement space, but do not have the ability to meet the print ready requirements, we are able to provide professional graphic designing at an hourly rate. Please contact us for further information.*
- Ad copy must be submitted by the following deadlines:

rECguide Edition	Ad Copy Deadline & Payment
Summer	January 15 th
Fall	June 30 th
Winter/Spring	October 15 th

- The advertiser must provide the following by the edition deadline date in order to be included:
 - Completed **rECguide** Advertising Application
 - Ad copy in the format described above
 - Payment
 - Advertisement space is reserved on a first-come, first-serve basis.
 - Completed Advertising Application and payment must be received prior to space being reserved. Payment will be processed upon confirmation of advertising space.
 - Advertisers will receive a confirmation email when completed **rECguide** Advertising Application, payment and ad copy are received.
 - Advertisers will receive a printed copy of the **rECguide** in which advertising was purchased.
 - The El Cerrito Recreation Department has right of refusal of any advertisement with no cause. This may include those that conflict with City programs or are inconsistent with City policies.

