



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 – Winter/Spring (covers January-April), Summer (covers May-August) and Fall (covers September-December).
- Nearly 25,000 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 and customers.
- The **rECguide** is available for viewing on the City website at www.el-cerrito.org/recreation and the Department’s monthly **rECnews** e-newsletter (over 6,000 recipients).

Advertising Details

- Advertising space is available in four sizes: 1/8-page, 1/4-page, 1/2-page and full page.
- It cannot be guaranteed that the 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: Jessica Palacios, Administrative Specialist

Phone: (510) 559-7000 E-mail: jpalacios@ci.el-cerrito.ca.us

Instructions for Reserving Advertising Space

(Required for each **rECguide** edition submission)

- ✓ **Submit Completed rECguide Advertising Application**
 - Complete the included application
 - Submit completed application to the contact information listed on page 1.

- ✓ **Submit Payment for Advertising Space prior to print**
 - Checks made payable to: The City of El Cerrito
 - VISA/MasterCard/AMEX: please call the Recreation Department at (510) 559-7000 to pay with a credit card. Credit Cards are encrypted and kept on file for future approved charges.

- ✓ **Submit Advertising Copy**
 - **Resolution of 300dpi or higher required.**
 - Electronic format: .jpg, .pdf, .eps or .tiff
 - Email files to: jpalacios@ci.el-cerrito.ca.us
 - **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

Summer (May-August)

Fall (September-December)

Winter/Spring (January-May)

Ad Copy Deadline & Payment

January 20th

June 5th

October 20th

