

WHAT'S PLAYING

The San Diego Performing Arts League proudly presents the bi-monthly "What's Playing" guide in a new vibrant format for 2009 and beyond. This is the only comprehensive 'What's Playing' guide in San Diego. It's a publication adored by locals and visitors alike. Its a must for all hotel concierges in the area, who recommend shows and restaurants daily to their guests.



12,000 guides are strategically distributed to:

- 15 San Diego Starbucks locations (NEW!)
- 573 Hotels
- 136 Corporate Offices
- San Diego ConVis
- San Diego International Airport (terminals 1, 2, and commuter terminal)
- San Diego Visitor Center at Mission Bay as well as California Welcome Center in Oceanside
- ArtsTix Box Office at Horton Plaza
- Various Performing Arts Theaters and Studios
- Various San Diego Festivals, Street Team distribution

San Diego is one of the top US destinations for tourists and conventions. Most of these visitors are not only looking for the traditional tourist places to visit but want to enjoy all San Diego has to offer after the sun has faded. Don't miss the opportunity to be part of the hundreds of listings that visitors and locals sort thru when deciding on where to spend their recreation dollars.

Members of the San Diego Performing Arts League receive 4 listings per guide as part of their membership fees. Additional listings are allocated per editor discretion to members and other contributors. Place your listing here:

http://www.formspring.com/forms/SDPAL-whats_playing_submission

Visit

sdwhatsplaying.com

AD RATES

SDPAL Members

COLOR ADS	1X	3X	6X
Front Cover	*	*	*
Back Cover	\$815	\$776	\$737
Inside Front Cover	\$693	\$660	\$627
Inside Back Cover	\$693	\$660	\$627
Full Panel Insert	\$630	\$600	\$570
Half Panel Insert	\$445	\$424	\$403

*Front Cover Package - \$350. Must include 1 Full page ad purchase to accompany.
Includes 1 line of text. Subject to Editor's Discretion.

Non-Members

COLOR ADS	1X	3X	6X
Front Cover	*	*	*
Back Cover	\$897	\$852	\$809
Inside Front Cover	\$762	\$724	\$688
Inside Back Cover	\$762	\$724	\$688
Full Panel Insert	\$693	\$658	\$625
Half Panel Insert	\$490	\$465	\$441

SIZE	WIDTH	HEIGHT
Full page	4"	9" **
Half page	3.375"	4"
Quarter page	3.375"	2"

**please provide an additional 1/4" around each edge for bleed, and no text should be located within 1/4" of ad space.

AD REQUIREMENTS

- Must be sent as a high-resolution EPS, PDF or TIFF file- saved at 300dpi
- 4-color ads must be saved in CMYK, not RGB color mode
- Files larger than 10MB should be Zipped before sending via email
- Compatible Software: Quark Xpress 6.1, Photoshop 8.0, Illustrator 11.0
- To guarantee space, a signed contract is required

Email artwork to: memmelmann@sdpal.com

Please make payments to San Diego Performing Arts League.

Artwork Deadlines

Feb/March - *January 23*

April/May - *March 13*

June/July - *May 15th*

Aug/Sept - *July 10*

Oct/Nov - *September 11*

Dec/Jan - *November 13*

More Ad Opportunities!

Not to Be Missed (pages 4-5 in guide)

\$75 per listing. (\$100 non members)

4 lines plus artwork included. Limited listings, so act fast!

Restaurant Listings- "Fed Up" (center spread pages 16-17)

\$75 per listing. 4 lines plus artwork Included. Limited listings, so act fast!

EXAMPLE:

Busalacchi's on Fifth • *Italian, 3683 5th Avenue, 92103, (619) 298-0119, www.website.com* Housed in a quaint converted house, the restaurant boasts an elegant welcoming setting indoors, and a cheerful, a charming patio for fair weather dining.

Restaurant Listings: "Special Placement"

\$75 per listing. 4 lines. Limited listings, so act fast!

Your listing underneath a theater, music, dance, or event listing of your choice.

1 restaurant listing per event listing.

EXAMPLE:

Annie
Broadway/San Diego
San Diego Civic Theatre, 1100 Third Avenue, 619-570-1100, www.broadwaysd.com,
7:30pm, \$20- \$61. The timeless tale of Little Orphan Annie is back, giving a whole new generation the chance to experience this classic musical about never giving up hope.

~Just a short walk away~

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Artwork Requirements:

- 300 dpi
- CMYK
- ½ square graphic (we will reduce your image for you)

For more information, contact Marc Emmelmann: memmelmann@sdpal.com – 619-238-0700