

# PALISADES

4th



## ★★★★★ SUPPORT THE 2024 ★★★★★ 4th of July Parade

### With an Ad in the OFFICIAL Parade Program!

The Palisades Americanism Parade Association (PAPA) organizes and pays for the entire day: from pre-Parade details to post-Fireworks clean-up. Support comes through volunteers, community donations large and small, sponsorships and revenue from the Official 4th of July Parade Program. The 2024 Program will be printed and mailed out by PAPA, and the advertising revenue goes to PAPA to help pay for the parade and fireworks.

**Reserve your ad space in the Official Program today. All 12,500+ households in the Palisades will receive this Program.**

**Ads in the Official Program directly support Pacific Palisades' great 4th of July tradition. Book yours today!**



Camera Ready Artwork due no later than June 7, 2024.

#### Need assistance creating an ad?

Send request, text and any photos or artwork to be included by May 24, 2024 to [Program@Palisades4th.com](mailto:Program@Palisades4th.com)

Payment required at time of reservation. Once artwork or request is received, advertiser will receive an email with additional instructions and a link to remit payment online.

#### Contact:

**Jeff Ridgway • (310) 573-0150 • [Program@Palisades4th.com](mailto:Program@Palisades4th.com)**



# OFFICIAL 4TH OF JULY PROGRAM 2024 ADVERTISING SIZES AND RATES

## Full Page

9<sup>7</sup>/<sub>8</sub>" x 12<sup>1</sup>/<sub>4</sub>"

\$2,000

## Eighth Page

4<sup>7</sup>/<sub>8</sub>" x 3"

\$500

## Quarter Page

4<sup>7</sup>/<sub>8</sub>" x 6<sup>1</sup>/<sub>8</sub>"

\$800

## Half Page

9<sup>7</sup>/<sub>8</sub>" x 6<sup>1</sup>/<sub>8</sub>"

\$1,200

**Ask about pricing for preferred positions,  
otherwise no guaranteed locations.**

Thank you for your support and understanding that there are no discounts. Pricing is the same as in prior years, including for community pages. Your payment may be tax deductible as a business or 501(c)3 charitable expense. Check with your tax advisor.

*Ads not shown at actual size*

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**(310) 573-0150**

**Program@Palisades4th.com**

### Ad specifications

Ads must be made to the exact size, and must be high quality PDF or JPG files with a resolution of at least 300 dpi. No Word docs. All fonts in PDFs must be outlined. Color profile should be CMYK, not RGB. If you need assistance in creating an ad, please contact: Program@Palisades4th.com