

# 2016 AdLib(rary) Ad Specs

AdLib(rary)

News & Updates

July 1, 2016

## Event Promotion for Renters at the Lafayette Library and Learning Center

As an added service to renters looking for an additional avenue for marketing their events taking place at the Lafayette Library and Learning Center, the LLLC Foundation offers an advertiser section in the "AdLib" email newsletter that promotes upcoming Library and Foundation programs. AdLib is distributed on Fridays and currently reaches an audience of more than 5000 subscribers in Lafayette and the surrounding East Bay communities.

**Placement:** Renter events are listed in a separate Advertiser section in chronological order and must meet the submission specifications outlined below.

**Cost per ad:** \$40 per week.

**Ad submission deadline:** Ads are due one week prior to placement in AdLib.

## Advertisement Specs

To ensure the quality of AdLib, advertisements must meet the following specifications.

**Copy:** Copy must be submitted following the format outlined below and suitable for publication. Text font style and size will be converted to match Adlib specifications (ex: Arial, 12 point).

**Ad Size:** Ad copy not to exceed 100 words including title and contact information.

**Image:** format: png, jpeg, gif file. Size: 243w x 175h (pixels) Resolution: 72ppi

## Copy format example:

**Image size:**  
243w x 175h (pixels)

**Resolution:** 72ppi  
**Formats:** png, gif, jpeg  
[image optional]

**Travels with Frank Rainer: Libya**  
**Wednesday, May 06, 2015 1:30 PM - 2:30 PM**  
**Arts & Science Discovery Center**

World traveler **Frank Rainer** will join us for a special travel program entitled "**Libya: Love it and Leave it**". Two thousand years ago Libya was the breadbasket of the Roman Empire. Even today its ancient cities house more elaborate Roman ruins than those in Italy. In 2011, Frank toured many of these and camped in the Sahara only to have to flee prematurely when Arab Spring broke out around him in Northern Africa.

Presented by: Renter Name Admission: Free  
For more information: [link, email, phone #]

## Instructions for submitting advertisement copy

Email ad copy as outlined below to rentals@llcf.org

**Event Title:**

**Event Date:**

**Event Time:**

**Event room at the LLLC:**

**Brief description:**

**For more information [link, email, phone #]**

**Admission:**

The Lafayette Library and Learning Center Foundation (LLLCF) reserves the right to change, edit, and alter the distribution day/time, or cancel, the advertiser schedule without prior notification to advertisers.