

# INGLEWOOD CALIFORNIA

Dr. Martin Luther King Day Planning Committee

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Dear Community Friend:

The City of Inglewood will host its annual Dr. Martin Luther King, Jr. Day Celebration on **Saturday, January 18, 2020**. This year's memorial of Dr. King's legacy will be extremely significant, as it is our 37<sup>th</sup> annual commemoration of the life and accomplishments of Dr. King. Inglewood was one of the first cities in the nation to designate Dr. King's Birthday a legal holiday.

We are planning a very spirit-filled memorial service program geared towards our community's youth and their families. **We would like to extend an invitation to you to join us in this celebration by placing a commemorative ad in the event souvenir program booklet.**

The City's King Day celebration will begin with a rousing commemorative service that will be held at The Tabernacle at Faithful Central Bible Church located at 321 N. Eucalyptus Avenue. During the commemorative service, we will feature performances by local choirs and community groups, as well as youth from Inglewood schools. Finally, the grand finale for the program will be the thunderous and moving young speakers from our citywide MLK Day speech contest who will present their award-winning speeches. A commemorative civil rights march and KingFest family festival along downtown Market Street will follow after the service.

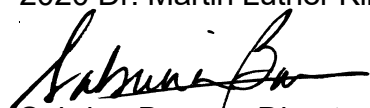
This is an excellent opportunity to highlight your business while recognizing the many contributions of Dr. King. Ad prices range from \$10 to \$500 (see attached rate sheet). Your generous donation toward this effort is tax-deductible.

To participate, complete and return the Ad Rate Sheet along with the appropriate artwork. We look forward to hearing from you by **December 12, 2019**. If you have any questions or require additional details, please contact the Inglewood, Parks, Recreation and Community Services Department at (310) 412-8750.

Sincerely,

  
Henry Brown, Chair

2020 Dr. Martin Luther King, Jr. Day Planning Committee

  
Sabrina Barnes, Director

Parks, Recreation and Community Services



CITY OF INGLEWOOD  
**Dr. Martin Luther King, Jr. Day  
 Commemorative Program Book**



**Commemorative Program Book  
 ADVERTISING RATE SHEET**

**Advertising: DEADLINE EXTENDED – December 12, 2019**

_____ \$500	Back Outside Cover - <b>COLOR</b>	_____ \$250	Full Page - <b>COLOR</b>
_____ \$150	Full Page – B/W	_____ \$100	Half Page
_____ \$75	Quarter Page	_____ \$40	Business Card
_____ \$10	Patron		

**Direct Contribution\***

I will not be able to place an ad in the commemorative souvenir booklet. However, please accept my contribution of \_\_\_\_\_ \$25 \_\_\_\_\_ \$50 \_\_\_\_\_ \$100 Other \$ \_\_\_\_\_

**\*DIRECT contributions will be acknowledged in the event souvenir program booklet**

Name of Organization: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_

Complete Address: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_ Email: \_\_\_\_\_

**MAKE CHECKS PAYABLE TO: INGLEWOOD COMMUNITY SERVICES CORPORATION**

**MAIL OR DELIVER TO:**

Attn: MLK Committee  
 Parks, Recreation and Community Services Department  
 One Manchester Boulevard  
 Inglewood, CA 90301

**FOR MORE INFORMATION CALL: (310) 412-8750**

**ADVERTISING/SPONSORSHIP DEADLINE: December 12, 2019**

**All ad submissions must be consistent with the Program Book Advertising Specifications**

# PROGRAM BOOK ADVERTISING SPECIFICATIONS

## Ad Colors

Four-color process will be used for the exterior pages. Full page color ads are also available (See Rate Sheet). All other ads on interior pages will be B&W.

## Ad Dimensions

Inside Cover	7.25" X 10"	(pre-existing 7x10 ads accepted)
Full Page	7.25" X 10"	(pre-existing 7x10 ads accepted)
Half Page	7.25" X 5"	
1/4 Page	3.5" X 5"	
Business Card	3.33" X 2.5"	
Supporter and Patron	Name will be listed.	

Program Book Deadline: Camera-ready (with payment): December 12, 2019

**ALL ADS MUST BE CAMERA READY.**

## Electronic File Formats Accepted:

- PDF with fonts embedded (Preferred)
- High Resolution JPG (300 dpi)
- High resolution TIFF (300 dpi)

EMAIL ARTWORK TO  
[mlkcommittee@cityofinglewood.org](mailto:mlkcommittee@cityofinglewood.org)  
by  
December 12, 2019

Final book size will be 8.5 x 11 inches. **Artwork for ads should be submitted electronically in the correct format. WE CANNOT ACCEPT ADS CREATED IN MICROSOFT WORD.** The ad purchaser is responsible for providing ad artwork in the proper format. Low resolution files will not reproduce well; the City of Inglewood will not be responsible for poor production quality if ads are submitted incorrectly.

## Submit Ad Rate Sheet, Ad Fee and Copy of Ad to:

Attn: MLK Committee  
Parks, Recreation and Community Services Department  
One Manchester Boulevard  
Inglewood, CA 90301

***Make checks payable to "Inglewood Community Services Corporation"***

Phone: (310) 412-8750  
Fax: (310) 330-5750  
Email: [mlkcommittee@cityofinglewood.org](mailto:mlkcommittee@cityofinglewood.org)