

INSTRUCTIONS FOR SUBMITTING ADS

Please choose the **Advertisement Type** you will be purchasing using the drop-down menu.

Then, choose the **Cotillionette** you are honoring. If there is more than one Cotillionette you are honoring, navigate to the bottom of the drop-down menu. And you will see: Select Multiple Cotillionettes.

Then under **Camera Ready Upload**, select the file (your formatted 1-page ad) you will be uploading. This should be saved on your computer for retrieval. Only PDF, JPEG, JPG or PNG files will be accepted. (Word, PowerPoint etc. are not acceptable)

Complete the **Advertiser Information**, particularly the fields with a red asterisk.

Confirm the price is correct at the bottom of the page based on your selection and select **Add to Cart**. The next page will confirm your upload was successful, along with other info you provided.

Check the information displayed on the page, and then click **Proceed to Checkout**.

Complete the **Billing Details**.

While we prefer a credit card payment, *especially with the postal service being unsteady these days*, if you must send a check, there is an option to do so. Please know that your check **MUST** be received by the deadline dates (not postmarked) as described on the **Souvenir Ad form on p. 3** of this document. Please print page 3 and remit with your payment. Thank you.

INSTRUCTIONS FOR SUBMITTING SHOUT OUTS

Shout-Outs are video messages you can record and upload. Shout-Outs will appear only in the Virtual Souvenir Ad Book. They should be no more than **30 seconds** or they risk being cut off. Please reference this site for an example (TBD soon—please check back). This link will give you a sample.

WHERE TO SEND SHOUT-OUT: If you purchased a Shout-Out or ads that included a Shout-Out, you should have received via email, a receipt that will have your information on it including your order number. Once you videotape your Shout-Out and save it, please prepare to FORWARD the receipt you received from your AD/Shout-Out purchase, attach your video to it and submit to:
alive2020shoutouts@gmail.com

PAGE 2: SHOUT-OUT VIDEO TIPS

PAGE 3: SOUVENIR BOOK AD FORM *(only if submitting check)*

Questions? Please reach out to the Souvenir Ad Book Co-chairs:
souvenirads2020@gmail.com

These are some tips from our Photographer/Videographer regarding videos for the SHOUT-OUTS

A link with
examples
coming soon!

Please visit in a
few days

1. Do not shoot vertical when you take the video



Computer monitors, televisions, even websites, all have landscape-oriented displays. You wouldn't expect to go to the cinema and see the screen turned on its side. We live in a widescreen world.

2. Use a tripod

Most digital cameras can be used with a lot of basic tripods, and there are adapter clips for smartphones that can work with these tripods too. You'll never have unstable footage again.

3. Do not use digital zoom

If you want to zoom in with a smartphone without it looking like pixelated garbage, then simply walk closer to your subject.

4. Lighting

The best lighting source to use is free and accessible for almost everyone: the sun. Natural lighting looks great in almost every instance. Face your subject toward a window for great natural light. Never have the window behind the subject though or else you will be left with a silhouette.

5. Exposure and focus

Simply tap on your subject using your smartphone's default app to manually lock exposure and focus in your footage. This can be adjusted whilst filming. Most modern digital cameras also offer this tap feature. If not, a 'half-press' of the capture button will do this.

6. Audio recording

Most of the time, recording audio directly from the camera's built-in microphone will suffice, but if you are outside, wind noise can be a problem. For best results, record inside in a quiet space so your audio is clear and your message is heard.

Once you videotape your Shout-Out and save it, please prepare to **FORWARD** the receipt you received from your AD/Shout-Out purchase, **attach your 30 seconds (or less) video** and submit to:

alive2020shoutouts@gmail.com

68th Leadership Institute & Virtual Cotillion Program Souvenir Ad Form

Cotillionette Name: _____ Advertiser Name: _____

Email Address: _____ Phone Number: _____

ADVERTISEMENT PRICING

Ads uploaded after October 3, 2020 are subject to increases as detailed below

Check purchase option	AD PLACEMENT	AD TYPE (all are 11page ads)	First Deadline 10/03/2020	Second Deadline 11/7/2020
<input type="radio"/>	Printed and Virtual	Platinum Page (includes Shout Out Video)	\$400	\$450
<input type="radio"/>	Printed and Virtual	Gold Page (includes Shout Out Video)	\$300	\$350
<input type="radio"/>	Virtual Only	Full Page Ad	\$125	\$175
<input type="radio"/>	Virtual Only	Full Page Ad & Shout Out Video	\$175	\$225
<input type="radio"/>	Virtual Only	Shout Out Video (30 seconds)	\$100	\$150

All AD TYPES must be submitted online via the lalinks.org website.

FORMATTED ADS: These are 'ready to print' or considered 'camera ready'. They must be submitted in either PDF or JPEG to retain the integrity of your ads, such as special fonts, pictures or other graphics.

Only a full (1) page **FORMATTED AD** in either color or black/white (8.5 x 11) may be submitted. Files exceeding 10 MB cannot be accepted through our website. Multiple advertisers may be combined on a page as half or quarter, as long as the ads are submitted as 1 full page.

Credit card payments at the time of uploading your ads are preferred. Please note that there is a convenience fee that will be applied. If paying by check, please make all checks payable to:

LOS ANGELES CHAPTER CHARITABLE TRUST or LACCT
We cannot accept checks payable to The Los Angeles Links.

Only personal/business checks or cashier's checks will be accepted. **No Money Orders will be accepted.**

Enclosed is Check No. _____ in the amount of \$_____ for payment of Order #_____.

Please note: Ads will not be processed unless the ad is uploaded and the payment has been made.

Your Order # will be emailed to you once the ad has been uploaded.

Los Angeles Chapter Charitable Trust
c/o Belinda Stith
4620 Don Miguel Drive
Los Angeles, CA 90008

Please see p.2 for
information on
uploading "Shout-Outs"
if applicable.

Questions regarding the souvenir book advertisements should be directed to the Cotillion Souvenir Book Chairs:

Kim Stewart and Sheila Hill @ souvenirads2020@gmail.com