

**Sheriff's Office of San Mateo County**  
**11th North Fair Oaks**  
**Community Festival 2012**



Be part of our  
special publication



**Sunday, August 19, 2012 11am - 6pm**

# Celebrate North Fair Oaks in Redwood City!

## Be part of the 11th Annual Festival and Parade

### 2012 North Fair Oaks Community Festival

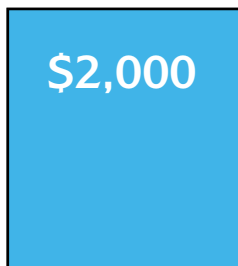
Sunday, August 19, 2012 11am - 6pm

This special publication will appear two consecutive weeks prior to the festival. More than 100,000 copies will be delivered to households throughout Redwood City, East Palo Alto, Menlo Park, San Mateo, South San Francisco, San Francisco and San Jose with insertion in El Mensajero newspapers, a bi-lingual, weekly publication. It will be delivered to households throughout Menlo Park, Atherton, Portola Valley and Woodside with insertion in The Almanac, a weekly publication.

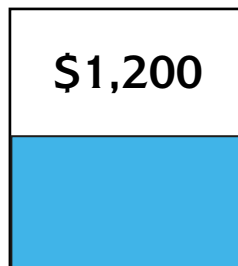
**Ad placement is on a first come first served basis.  
Reserve your ad in the official guide today!**

Call Catherine at (650) 368-2497 / [info@northfair Oaks festival.org](mailto:info@northfair Oaks festival.org)

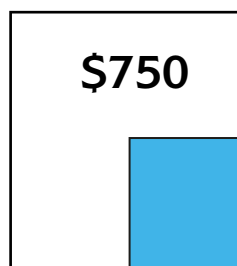
#### Display Ad Dimensions



Full Page  
9.562" x 11.5



Horizontal 1/2 Page  
9.562" x 5.75



1/4 Page  
4.781" x 5.75

Publication Dates:  
Sunday, August 12  
Sunday, August 19

Ad Space Reservation Deadline:  
Friday, July 6, 5pm

Final Art Deadline:  
Monday, July 16, 5pm  
Submit artwork to:

[info@northfair Oaks festival.org](mailto:info@northfair Oaks festival.org)

#### Mechanical Requirements

- Adobe Acrobat PDF (Please make sure all fonts are embedded)
- InDesign CS3 for Macintosh (please make sure that ad is "collected for output" and includes all fonts and graphics).
- Adobe Photoshop CS3 for Macintosh (please make sure that all fonts and graphics are included).
- Adobe Illustrator CS3 for Macintosh (please make sure that all fonts and graphics are included).
- EPS, Jpeg, or Tiff graphic files
- Any of the above formats can be submitted on CD-Rom, for Macintosh.
- Resizing requires native files.

**AD ARTWORK DEADLINE:**  
Monday, July 16, 5pm

3121 Middlefield Road, Redwood City, CA 94063  
Tel: 650.368.2497 Fax: 650.362.2497  
[www.northfair Oaks festival.org](http://www.northfair Oaks festival.org)