

APPLICATION FOR LA 411® FREELANCE OR BUSINESS LISTING

SUBMITTING AN APPLICATION DOES NOT GUARANTEE A LISTING.

PRINT BOOK DEADLINE: FRIDAY JULY 15, 2011

The application fee for LA411 is \$200 for the first category and \$50 for each additional category. * **The fee is non-refundable. Submitting an application does not guarantee a listing.** Listings have no monetary value. You are allowed to apply for up to five categories. You may apply at any time, however to be considered for the next printed book we must have your completed materials by Friday, July 15, 2011. Listings will appear both in print and online. * **Application fee waived for advertisers.**

Enclosed is my application fee for \$_____ for my listing(s) (\$200 First/\$50 ea. addl.) Number of Listings:_____ (Limit 5)

Please send me_____ copies of the 2011 LA 411 for \$59 plus 8.75% sales tax & s/h (\$9 per copy) \$_____

(This is a special rate that is \$20 off the regular price!)

Payment Info (Check or credit card only. No cash.)

Total:_____

Visa MC Amex Card#_____ Expires_____ Name on Card_____

Cardholder Signature_____ or Check#_____

(make checks payable to 411 Publishing)

Please contact me regarding display advertising or enhanced listing advertising

General Information Required

First Name _____

Last Name _____

Company Name _____

Type of Business _____

Street Address _____

Apt./Suite Number _____

City _____

ZIP Code _____ Print This Address? Yes or No

() _____
Local Phone Number

() _____
Additional Phone

() _____
Fax Number

_____ @ _____
E-mail Address (To be published)

www. _____
Web Address

_____ @ _____
E-mail Address (For our contact purposes)

Requirements for Listing With L.A. 411

Three Recent Project References Required per Category

- Advertising with 411 has no bearing on listing approvals. You do not have to be a qualified listee to advertise. Advertisers do not automatically qualify for listings. Listings are editorial content and have no monetary value.
- You must complete this application—**ONLY COMPLETE APPLICATIONS WITH PAYMENT WILL BE CONSIDERED**—and **mail** it to: Application Dept., LA 411 Publishing Co., 5900 Wilshire Blvd., 31st Fl., Los Angeles, CA 90036.
- You must be located in Southern California (Los Angeles, Orange, Riverside, San Diego, Santa Barbara, San Bernardino, and Ventura counties); National Section applicants (an online only section) excluded.
- Please enclose a current resume and/or a letter written on your company letterhead explaining who you are, the services your company provides, why you belong in the categories you are applying for and how long you've been in business.
- **References are required** and must be from a variety of local advertising agencies, film, TV, commercial production companies or music video production companies for work you were hired to perform in the past twelve months. References will be contacted by phone. Call sheets, contracts, invoices or pay stubs are also acceptable.
- **You must submit three references for each category that you are applying for.** References may be repeated if you performed more than one service for a particular company.
- Applicants may be required to complete an interview with our editors. 411 editorial staff has final say in all matters regarding what goes into our directories and on our Web sites. **Not all applicants will qualify. Application fee is non-refundable.** For a complete list of application requirements go to www.la411.com and click on the "Apply to be Listed" tab at the top of the page.

LA 411® CATEGORY LIST BY TAB SECTION

AD AGENCIES & PRODUCTION COS.

Advertising Agencies
 Advertising Agency Freelance Producers
 Animation Production Companies
 Bidders
 Commercial Directors
 Commercial Production Companies
 Corporate & Video Production Companies
 Independent Sales Reps
 Infomercial Production Companies
 Movie & TV Marketing Companies
 Music Video Directors
 Music Video Production Companies
 Production Offices
 Promo Production Companies
 Public Relations
 Storyboard Artists
 Trailer Production Companies

POST PRODUCTION

3D Computer Animation
 Audio Post Facilities
 Color Correction/Color Grading
 Commercial Editorial Houses
 Composers/Sound Designers & Sound Editors
 Compositing
 Computer Graphics & Visual FX
 Digital Intermediates
 Duplication
 DVD/Blu-Ray, Authoring & Replication
 Editing Equipment Rentals & Sales
 Editors
 Film & Tape Storage
 Film & Video Transfers
 Film Laboratories—Motion Picture
 Film Laboratories—Still Photography
 Mobile Video Units, Satellite & Transmission Services
 Music Libraries & Publishing
 Music Production & Sound Design
 Opticals
 Post Houses
 Post Production Supervisors
 Pre-Visualization
 Quality Control (QC)
 Screening Rooms
 Stereoscopic Visual FX
 Stock Footage & Photos
 Titling, Captioning & Broadcast Design
 Visual FX Artists
 Visual FX Supervisors & Producers

SETS & STAGES

Backings & Scenic Artists
 Green Screens
 Rehearsal Studios
 Set Design, Construction & Rentals
 Set Sketchers
 Stages
 Stages—Portable
 Standing Sets
 TV Studios
 Virtual Sets

LOCATION SERVICES & EQUIPMENT

Air Charters
 Air Freight & Courier Services
 Airlines
 Airport Shuttles
 Airports
 Bus Charters
 Car Dealerships
 Car Rentals
 Caterers
 Communications Equipment
 Consulates General
 Crating & Packing
 Custom Brokers & Carnets
 Film Commissions & Permit Offices—California
 Film Commissions—International
 Film Commissions—North America
 Hotels & Short-Term Housing
 Limousine & Car Services
 Location Libraries
 Location Management & Scouts
 Locations
 Motorhomes & Portable Dressing Rooms
 Moving, Storage & Transportation
 Permit Services
 Portable Restrooms
 Production Services—International
 Production Services—North America
 Ranches
 Security & Bodyguards
 Specialty Transportation
 Theaters & Stadiums
 Traffic Control & Barricades
 Travel Agencies
 Weather

PRODUCTION SUPPORT

Acting/Dialect Coaches
 Animals & Trainers
 Budgeting & Scheduling
 Casting Directors
 Casting Facilities
 Choreographers
 Computer Consultants & Software
 Computers, Office Equipment & Supplies
 Digital Casting & Video Conferencing
 Directories & Trade Publications
 Entertainment Attorneys
 Extras Casting Agencies
 Finance
 Hand & Leg Models
 Insurance Brokers & Guarantors
 Janitorial & Strike Services
 Large Scale Event Planning
 Libraries, Research & Clearance
 Massage Therapists
 Messenger Services
 Nautical Film Services & Coordination
 Notaries
 Payroll & Production Accountants
 Promotional Products
 Stunt Coordinators—Aerial & Specialty
 Stunt Coordinators & Performance Drivers
 Stunt Equipment
 Talent & Modeling Agencies
 Tax Incentive Services
 Technical Advisors
 Transcription & Secretarial Services
 Translation & Interpretation Services
 Wrap Party Locations

CAMERA & SOUND EQUIPMENT

Aerial Equipment
 Aerial—Fixed Wing & Helicopter Pilots
 Camera Cars & Tracking Vehicles
 Camera Rentals—Motion Picture
 Camera Rentals—Still Photography
 Motion Control
 Music Playback Services
 Raw Stock
 Sound Equipment Rentals & Sales
 Teleprompting & Cue Card Services
 Video Assist Services
 Video Cameras & Equipment
 Video Display, Playback & Projection

HIGH DEF, DIGITAL CINEMA & 3D

Digital Cinema/3D Exhibition
 Digital Cinema Content Mgmt. & Storage Manufacturers
 Digital Cinema Packages/Post
 HD/3D Cameras & Equipment
 HD Duplication
 HD Editing Equipment
 HD Equipment Manufacturers
 HD Post Houses
 HD Screening Rooms
 HD Stock Footage
 HD Tape Stock

GRIP & LIGHTING EQUIPMENT

Booms, Cranes & Camera Support
 Climate Control Systems
 Construction Equipment Rentals
 Grip & Lighting Expendables
 Grip Equipment
 Lift Equipment, Cherry Pickers and Scaffolding
 Lighting Equipment & Generators
 Production Equipment & Accessories
 Trucks & Vans

PROPS & WARDROBE

Aerial Picture Vehicles
 Animatronics, Puppets & Makeup FX
 Art Fabrication, Licensing & Rentals
 Arts & Crafts Supplies
 Atmospheric/Lighting FX & Pyrotechnics
 Boats & Nautical Props
 Building/Surface Materials & Hardware
 Canopies & Tents
 Car Prep, Rigging & Prototypes
 Color-Correct Props
 Costume Makers & Rentals
 Draperies & Window Treatments
 Dry Cleaners
 Eyewear & Jewelry
 Fabrics
 Firearms & Weapons
 Flags, Graphics & Signage
 Flowers, Greens & Plants
 Foam
 Furniture Rentals & Accessories
 Games, Toys & Amusements
 Glass
 Hair, Makeup & Wardrobe Supplies
 Ice

Medical & Scientific Props
 Musical Instrument Rentals
 Neon
 Photo, Video & Electronic Props
 Picture Vehicles Plastics, Plexiglas & Fiberglass
 Product Placement
 Prop Fabrication & Mechanical FX
 Prop Houses
 Restaurant & Kitchen Equipment
 Specialty Props
 Sport Vehicle Rentals
 Sporting Goods
 Studio Prop Rentals
 Studio Services
 Tailoring & Alterations
 Uniforms & Surplus
 Vintage Clothing & Accessories
 Water Trucks

CREW

Agents, Reps & Job Referral Services
 Ambulance/Paramedics & Nurses
 Art Directors/Production Designers
 Baby Wranglers
 Camera Assistants
 Camera Operators
 Camera Operators—Steadicam
 Craft Service
 Digital Imaging Technicians
 Directors of Photography
 First Assistant Directors
 Food Stylists & Home Economists
 Gaffers & Lighting Directors
 Grips
 Hair & Makeup Artists
 Producers
 Production Coordinators
 Production Managers
 Production Stills Photographers
 Prop Masters
 Prosthetics
 Script Supervisors
 Second Assistant Directors
 Set Decorators
 Sound Mixers
 Studio Teachers/Welfare Workers
 Trade Associations/Unions
 Transportation Captains
 Underwater Technicians
 VTR Operators
 Wardrobe Stylists/
 Costume Designers

CITY GUIDE (ONLINE ONLY)

Attractions
 Bars and Clubs
 Bookstores
 Domestic Personnel
 Flowers and Gifts
 Grocery Stores and Farmers Markets
 Health and Fitness
 Home Rental and Online Leasing Resources
 Movie Theaters
 Party Resources
 Pet Services
 Real Estate Agents and Agencies
 Restaurant Delivery Services
 Restaurant Roundup
 Spas & Salons

List categories for which you are applying: _____

LA 411® NATIONAL SECTION

Aerial - Fixed Wing & Helicopter Pilots
Aerial Equipment
Agents, Reps & Job Referral Services
Air Charters
Air Freight & Couriers
Ambulance/Paramedics & Nurses
Animals & Trainers
Animation Production Companies
Art Directors/Production Designers
Atmospheric/Lighting Special
FX & Pyrotechnics
Audio Post Facilities
Backings & Scenic Artists
Boats & Nautical Props
Boom Operator
Booms, Cranes & Camera Support
Building/Surface Materials & Hardware
Camera Assistants
Camera Cars & Tracking Vehicles
Camera Operators
Camera Operators - Aerial
Camera Operators - Steadicam
Camera Operators - Underwater
Camera Rentals - Motion Picture
Car Rentals
Casting Directors
Casting Facilities
Caterers
Climate Control Systems
Commercial Production Companies
Communications Equipment
Composers/Sound Designers &
Sound Editors
Computer Consultants & Software
Computer Graphics & Visual FX
Corporate & Video
Production Companies
Costume Makers & Rentals
Craft Service
Directors of Photography
Duplication

DVD/Blu-Ray Authoring & Replication
Editing Equipment Rentals & Sales
Editors
Entertainment Attorneys
Extras Casting Agencies
Film Commissions
Film Laboratories - Still Photography
Film Laboratories - Motion Picture
Finance
First Assistant Directors
Flags, Graphics & Signage
Flowers, Greens & Plants
Food Stylists & Home Economists
Furniture Rentals & Accessories
Gaffers & Electricians
Grip & Lighting Expendables
Grip Equipment
Grips
Hair & Makeup Artists
Hair, Makeup & Wardrobe Supplies
HD/3D Cameras & Equipment
HD Post Houses
Hotels & Short-Term Housing
Insurance Brokers & Guarantors
Lift Equipment, Cherry Pickers & Scaffolding
Lighting Equipment & Generators
Limousine & Car Services
Location Libraries, Management & Scouts
Locations
Mobile Video Units, Satellite & Transmissio
Services
Motion Picture Production Companies
Motorhomes & Portable Dressing Rooms
Music Libraries & Publishing
Music Production & Sound Design
Music Video Production Companies
Nautical Film Services & Coordination
Payroll & Production Accountants
Picture Vehicles
Portable Restrooms
Post Houses
Producers

Product Placement
Production Coordinators
Production Managers
Production Offices
Production Stills Photographers
Prop Fabrication & Mechanical FX
Prop Houses
Prop Masters
Props Department
Public Relations
Raw Stock
Screening Rooms
Script Supervisors
Second Assistant Directors
Security & Bodyguards
Set Design, Construction & Rentals
Sound Equipment Rentals & Sales
Sound Mixers
Stages
Stages - Portable
Standing Sets
Still Photography Studios & Lofts
Stock Footage & Photos
Storyboard Artists
Stunt Coordinators & Performance Drivers
Stunt Coordinators - Aerial & Specialty
Stunt Equipment
Talent & Modeling Agencies
Teleprompting & Cue Card Services
Titling, Captioning & Broadcast Design
Trade Associations/Unions
Traffic Control & Barricades
Training Centers
Transcription & Secretarial Services
Translation & Interpretation Services
Trucks & Vans
TV Studios
VTR Operators
Video Cameras & Equipment
Video Display, Playback & Projection
Wardrobe Stylists/Costume Designers

Companies should only apply for listings in the National Section if they are located outside the Southern California or Tri-State areas.

Applicant References for an L.A. 411 Listing

You must submit three references for each category that you are applying for. References may be repeated if you performed more than one service for a particular company.

References must be for film, television or commercials.

- Films must have a minimum two-week theatrical release.
- TV & commercials must be for Broadcast or Cable Networks. Local cable credits are not acceptable.
- Internet credits are only acceptable when produced for AMPTP affiliated companies (Studios, Broadcast Networks, certain Cable Networks and Independent Producers).
- Film & TV references are preferred but not required for a limited number of Location & Production Support categories such as Car Rentals, Travel Agencies, Notaries, etc.

Category _____

Company	Phone	Contact Name	Date of Job	Project Name	Work Performed
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Company	Phone	Contact Name	Date of Job	Project Name	Work Performed
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Application completed by (please print)

Date

If you are applying for more than three categories, please attach additional references.