



THE CENTENNIAL
OF THE FIRST TRANSCONTINENTAL FLIGHT
 SEPTEMBER 17 - DECEMBER 10, 1911





CAL RODGERS
FLIGHT OF THE VIN FIZ
 SHEEPSHEAD BAY, NEW YORK TO LONG BEACH, CALIFORNIA
 VISIT VINFIZLONGBEACH.COM FOR EVENT INFORMATION



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Presented by the
First Transcontinental Flight Centennial Celebration Committee
and The Long Beach Business Journal

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GREETINGS FROM LONG BEACH, CALIFORNIA

Long Beach Celebrates 100 Years of Aviation History

Only 8 years after the Wright Brothers first proved that man could fly, Calbraith "Cal" Perry Rodgers landed in the surf just yards away from the Pine Avenue Pier in Long Beach, completing the first transcontinental flight in the United States on December 10, 1911. Rodgers finished his flight (which started in Sheepshead Bay, New York) in Long Beach because of his friendships with local aviators Beryl William, Frank Champion and Earl Daugherty, who flew out to meet him as more than 50,000 people lined up on the beach to greet him.

Rodgers was also wooed by a persistent Long Beach Chamber of Commerce committee headed by Squire DuRee, who offered Rodgers \$5,000 to land in Long Beach. DuRee (who is the great grandfather of Long Beach's current Assistant Fire Chief) was a promoter who thought that aviation could bring business to Long Beach. And right he was.

In 1919, Early Daugherty opened up his inland airfield at American Avenue and Bixby Road and in 1920 he moved to Long Beach Boulevard and Willow Street, where he held air circuses that attracted visitors from all over, including Amelia Earhart, who learned how to solo from Long Beach flyer John Montijo.

By 1923, the Long Beach City Council appropriated funds to construct a municipal airport at Cherry Avenue and Spring Street. The airfield was named in honor of Earl Daugherty after his death in 1928. Because of its developed airfield, the area was selected by the U.S. Army in the late 1930s to be the home of Douglas Aircraft. Today, the Boeing Company manufactures the C-17, the world's most versatile airlifter.

Throughout this year, Long Beach has been celebrating the Centennial of the First Transcontinental Flight with a series of events which will culminate on December 10, 2011 with the dedication of a replica of the Wright EX plane flown by Rodgers. The plane will hang from the ceiling of the Long Beach Arena which is close by where Rodgers landed. (The original hangs in the Smithsonian Air and Space Museum in Washington, D.C.) We are pleased to partner with the Long Beach Business Journal in presenting a special publication celebrating our centennial. We look forward to many more years of vibrant local aviation history.

Councilwoman Gerrie Schipske

Chair, First Transcontinental Flight Centennial Celebration Committee

TRANSCONTINENTAL FLIGHT
SHEEPSHEAD BAY, NEW YORK TO LONG BEACH, CALIFORNIA
www.vinfizlongbeach.com

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Camera-Ready Art Deadline: December 1, 2011

ADVERTISING RATES:

All ads are **FULL COLOR** and prices are net rates.

Full Page	\$2,000
1/2 Page	\$1,200
1/4 Page	\$700
1/8 Page	\$375

ELECTRONIC REQUIREMENTS:

We accept artwork in the following formats: PDF/X-1a:2001 (preferred); EPS; TIFF; or QuarkXPress 8.5 and Adobe Illustrator & Photoshop CS5. All earlier versions of these programs are acceptable. Macintosh platform is preferred. **Please note: Files created with word processors or presentation programs are not accepted, example Microsoft Word, PowerPoint and Publisher.**

Fonts & Links: Mac platform is preferred. When supplying Quark XPress 8.5, Adobe Illustrator & Photoshop CS5 files, all fonts must be supplied or converted to paths. All linked files must be supplied or embedded in the document.

Media & E-Mail: CD and DVD submissions are acceptable, and a hard-copy proof must accompany the media. A hard-copy proof must accompany files submitted via e-mail by fax or mail. Please call for e-mail address.

Process Color & Output Settings: All process color files must be in CMYK, made with a maximum combined density of 280% and only one solid. Type should only be surprinted in areas having tint values of 30%. Four-color reverses should not be smaller than 10 points and should only be reversed out of areas having at least 70% tone value in black, magenta or cyan. All artwork should be no less than 300 dpi.

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