

Los Feliz Ledger

From Our Advertisers

The *Los Feliz Ledger* has played an important role in the growing success of our business. It has opened windows of opportunity for us in helping and reaching out to the community.

Dr. Efma Almario
Hillhurst Avenue

The *Los Feliz Ledger* is becoming the glue of our neighborhood. Not only do I read it regularly to discover what's happening in 'the hood' but I've started placing copies of the paper in my waiting room so that my clients might feel more connected to the community. When the Silver Lake Health and Wellness Association (SLHWA) decided to subscribe to a coop ad, I knew that I wanted to be a part of it. I thought it would be a great way to support the SLHWA, the Ledger and my neighborhood practice. When the first four new clients to call in 2006 informed me that they'd found my practice in the coop ad in the Los Feliz Ledger, I knew that the glue was sticking. The *Ledger* is now a resource for residents and businesses in the neighborhood and a great way for each of us to become better connected.

Brandi Beck, Psy.D.
Clinical Psychologist
(PSY 19374)

For the Jelmert & Locke Group, advertising in the local media is a must, and we feel very fortunate to have a local newspaper like the *Los Feliz Ledger*. Allison and her staff have been great to work with, providing layout assistance and a sense of partnership in connecting the community. And lots of people stop and tell us: Hey. We saw your ad in the *Los Feliz Ledger*! Thanks for providing a great newspaper that serves our neighborhood so effectively.

Michael J. Locke
Jelmert & Locke Group Realtors

From Our Readers

"The Los Feliz Ledger is a big time, small town newspaper."

"We love the paper. It is wonderful. We look forward to receiving it!"

"We love your paper. Keep it up. It should be a weekly!"

Los Feliz Ledger

“A Great big, Small-Town Newspaper”

The area of Los Feliz, Silver Lake and the Hollywood Hills is a growing, dynamic, eclectic slice of Los Angeles with enough issues and interesting people, places and stories to tell that we felt it deserved its own newspaper.

Since the successful launch of the *Los Feliz Ledger* in 2005, we have caught on with local residents and business leaders as the source for area information, news and guidance for goods and services.

Currently, we distribute 34,500 copies to homes and business on the last Thursday of each month. Research shows there is a “pass-a-long” factor of three times that amount, as the newspaper is passed from reader to reader in a household or business. For *Ledger* advertisers, that represents 100,000 potential readers each month.

Not only do we deliver these potential new customers, but we bring to you active and community-minded customers. Readers have told us time and time again they support the paper’s advertisers as a way of demonstrating their own commitment to community.

Whether it’s helping local readers understand how complex city, county, state or nationwide issues affect them, or a story about the first “Princess of Silver Lake,” or a local firefighter receiving a commendation for heroism, the *Ledger*, as one reader put it, is “a great big, small-town newspaper.”



Allison Cohen
Publisher

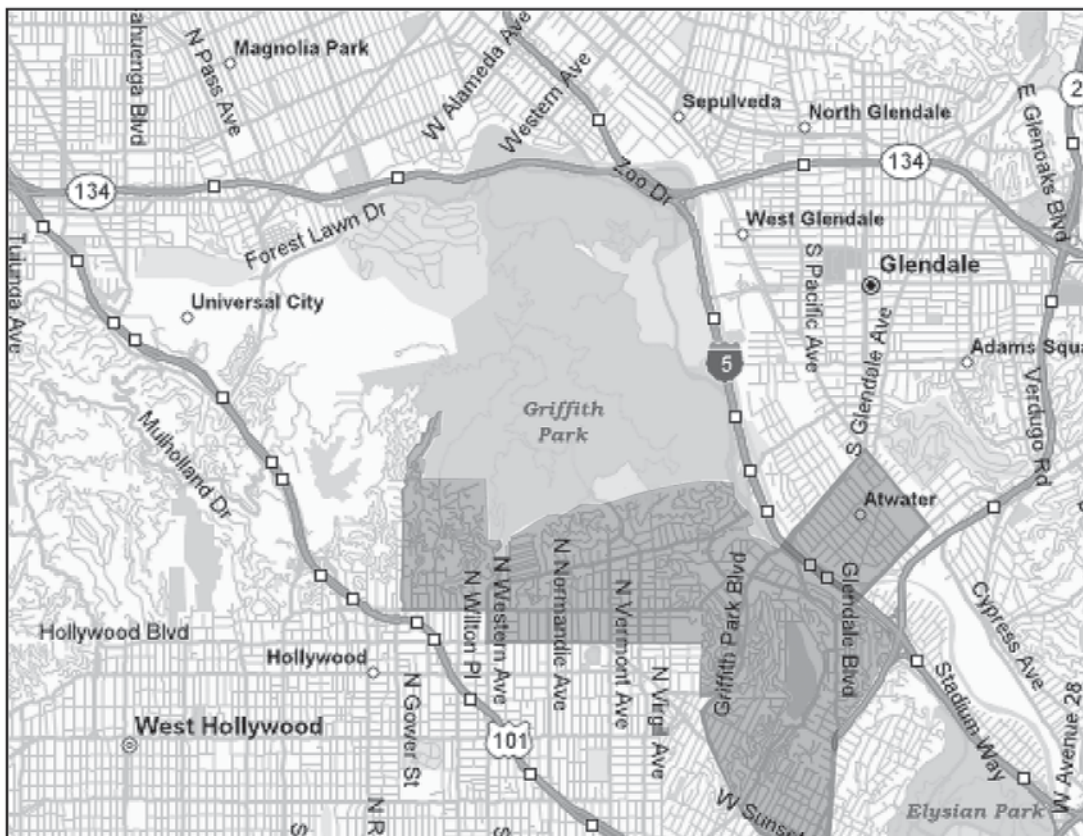
Los Feliz Ledger

The **Los Feliz Ledger** is delivered the last Thursday of each month. Copies are distributed in plastic bags and either delivered to the door or hung on the door knob of demographically upscale single family residences with a high to medium income in Los Feliz, Silver Lake, Hollywood Hills and a portion of Atwater Village.

The median overall age of the delivery area is 36 years with a large percentage of readers earning between \$50,000 and \$200,000 a year or more, specifically by zip code: Los Feliz/Silver Lake Reservoir (90027), 36% in Silver Lake (90039), 48.3%; and in the Hollywood Hills (90068), 73%.

The area not only boasts an active and involved readership of homeowners, but also approximately 5,000 small to medium-size businesses and thousands of apartment dwellers. The *Ledger's* reach to those demographics – your potential customers – is critical as well. We deliver monthly to each of the businesses as well as drop nearly 2,000 copies in bulk at various gathering places in the area and at apartment complexes.

Our goal is to provide you an active and engaged readership to boost our business, increase your brand awareness and show your commitment to the community.



Los Feliz Ledger

Display Ad Configurations

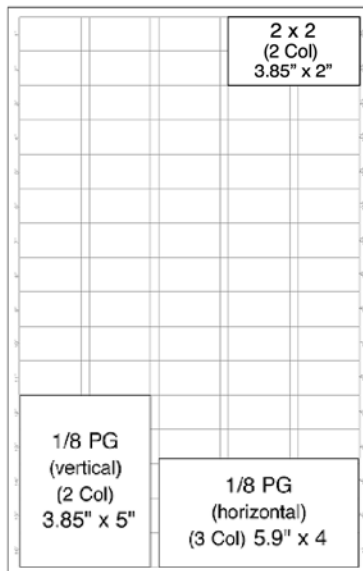
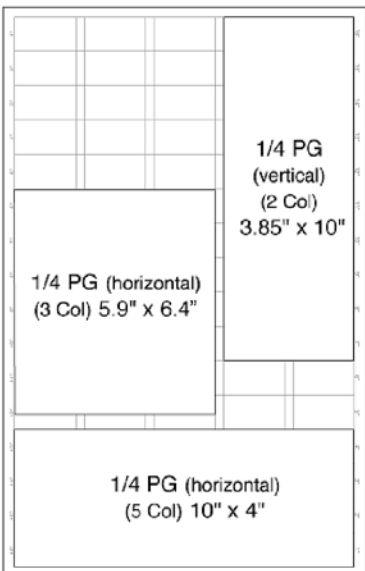
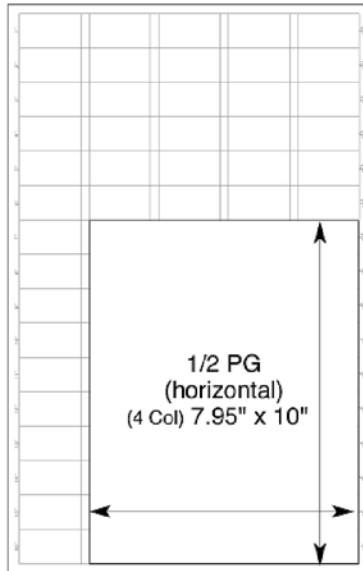
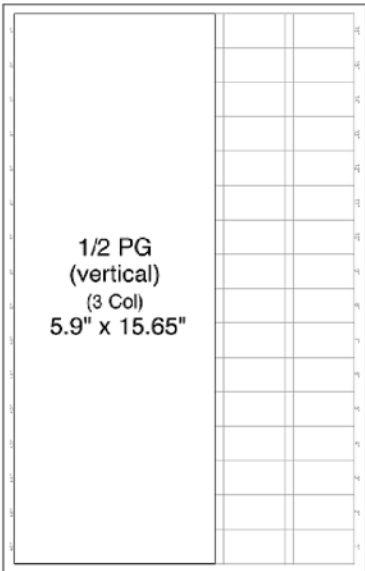
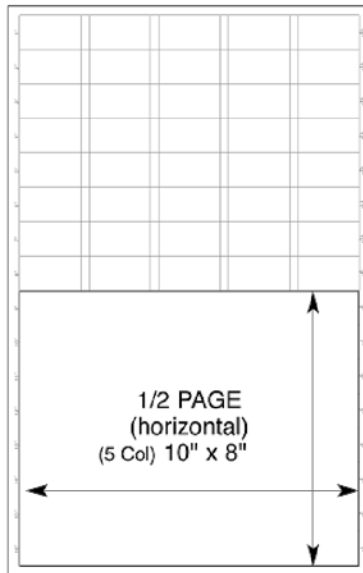
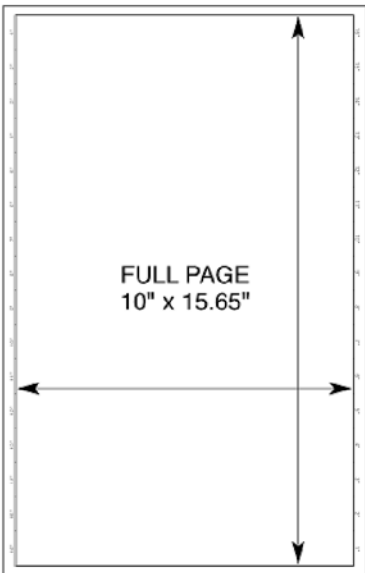
Please note:

The number in parentheses is the number of columns (except for the full page ad, which is shown only in inches). Each column is 1.8 inches in width; gutters are .25 inches in width. Actual ad sizes are in inches, width by height.

We accept original artwork created in these programs:

- Illustrator
- Photoshop
- QuarkXpress
- Adobe Acrobat (PDF format with all typefaces and support files embedded)

If you have created artwork in a program other than the ones listed, please call to verify that it can be used.



Los Feliz Ledger

2012 Production Schedule

January 2012 Edition

Wed. Dec. 15th Insertion order deadline
Monday Dec. 19th Artwork due
Thurs. Dec. 29 Deliver

Feb 2012 Edition

Tuesday Jan. 17th Insertion order deadline
Mon. Jan. 23 Artwork due
Thurs. Feb. 2nd Deliver

March 2012 Edition

Wed. Feb. 15th Insertion order deadline
Monday Feb. 20th Artwork due
Thurs. Mar. 1st Deliver

April 2012 Edition

Thursday March 15th Insertion order deadline
Mon. March 19th Artwork due
Thurs. March 29th Deliver

May 2012 Edition

Monday April 16th Insertion order deadline
Mon. April 23rd Artwork due
Thurs. May 3rd Deliver

June 2012 Edition

Tuesday May 15th Insertion order deadline
Mon. May 21st Artwork due
Thurs. May 31st Deliver

July 2012 Edition

Friday June 15th Insertion order deadline
Mon. June 18th Artwork due
Thurs. July 28th Deliver

Aug 2012 Edition

Fri. July 16th Insertion order deadline
Mon. July 23rd Artwork due
Thurs. Aug. 2nd Deliver

Sept. 2012 Edition

Wed. Aug. 15th Insertion order deadline
Mon. Aug. 20nd Artwork due
Thurs. Aug. 30th Deliver

Oct. 2012 Edition

Friday Sept. 14th Insertion order deadline
Monday Sept. 17th Artwork due
Thurs. Sept. 27th Deliver

November 2012 Edition

Monday Oct. 15th Insertion order deadline
Mon. Oct. 22nd Artwork due
Thurs. Nov. 1st Deliver

December 2012 Edition

Thursday Nov. 15th Insertion order deadline
Mon. Nov. 19th Artwork due
Thursday Nov. 29th Deliver

January 2013 Edition

Friday Dec. 14th Insertion order deadline
Mon. Dec. 17th Artwork due
Thurs. Dec. 27th Deliver

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ADVERTISING RATE CARD

Contract rates are based on frequency and size. To earn contract rates, advertisements must appear in consecutive editions. Contracts not run to completion will be short-rated (meaning costs for completed insertions will be readjusted at the higher/less frequency rate). **New advertisers must make payment in advance for first ad.** For further information, call 323-667-9897.

Circulation: 34,500 total: 28,000 residences; 5,000 businesses; approx. 1,500 dropped in stores and restaurants.

Contract Rates:

	3 times	6 times	12 times
Full Page (80 column inches)	\$1,457	\$1,325	\$1,200
Half-Page (40 column inches)	\$798	\$730	\$665
Quarter-Page (20 column inches)	\$442	\$400	\$365
Eighth-Page (10 column inches)	\$266	\$242	\$200
2 x 2 (4 column inches)	\$120 (per edition)		

Open Rate (Non-contract)

Cost per column inch:

Inches	Cost per inch
10 thru 19	\$31
20 thru 29	\$30
30 thru 39	\$29
40 thru 49	\$28
50 thru 59	\$27
60 thru 69	\$26
70+	\$25

Inserts

Quantity _____ x \$60/thousand = \$

Total for Insert:

Mechanical requirements:

Half-tones must be 85-line screen and at least 266 dpi (300 dpi is preferable). If color, please convert to CMYK. If submitted in RGB, pre-press color conversion might affect color output.

Tabloid newspaper: page size 10 1/4 x 16 inches. Five columns per page: one column is 1.8 inches wide; 2 columns is 3.85 inches wide; 3 columns is 5.9 inches wide; 4 columns is 7.95 inches wide; 5 columns is 10 inches wide. Files can be submitted as PDF, JPEG, EPS, TIFF, PSD or AI. Please include all support files (fonts, eps/tiff files) or prepare file as "fully embedded." Bleeds not allowable. Please include cut/trim lines.

UPDATED: 11/2010

www.losfelizledger.com

Los Feliz Ledger

Advertiser Information

Advertising Space Deadline: The deadline to contact space is 3 p.m. the 15th of the month preceding the date of issue. If the 15th falls on a weekend, the deadline will be 3 p.m. the preceding Friday.

Advertising Cancellation Policy: Ads cancelled by Advertisers after space reservation deadline will be invoiced and must be paid in full.

Overdue Accounts: Ads are invoiced each month immediately after the paper is printed and distributed. Accounts past due two months or more, will not be allowed to advertise without bringing the account in balance.

Payment Options: Advertisers can pay with check or with American Express, Visa or MasterCard.

Special Positions: Charges for special positions (the back page or Page 3, for example) is an additional 20% of the cost of the ad. If an advertiser would like a specific page guaranteed that is also an additional 20% of the cost of the ad. Other requests for specific positions will be considered and granted when possible, but not guaranteed.

Colors: The cost to run an ad in 4-color process color is an additional \$350. The price for standard spot newspaper color (red, blue, green or yellow) is \$200 per color.

General:

- Advertisers agrees that Advertiser is solely responsible for all content but not limited to text, claims, assertions, fact representations, opinions, illustrations, maps, sketches, labels, trademarks and copyrights of any ads printed and Advertiser further agrees to and shall defend, indemnify and hold harmless Publisher from any and all claims, actions, lawsuits, arbitrations, losses, costs, damages and/or expenses (including all expenses of investigation and defense, attorney's and/or accountant's fees and expert consultant fees) against Publisher which arise there from or which are related thereto.
- Publisher has sole right and discretion to reject any advertising submission. Advertiser may submit a revised version of any previously rejected advertising submission for Publisher's reconsideration, subject to, however, the Advertising Space Reservation Deadline and all other Advertising terms and conditions. In the event that the Advertiser does not make such a resubmission, or if any revised version of any previously rejected advertising submission is also rejected by the Publisher, the Advertiser has the right to cancel the advertising space reservation, but the Advertiser will be subject to and will pay 50% of the insertion cost.
- Advertising simulating editorial matters must be labeled "Advertisement."
- All advertising rates and conditions are subject to change with 30 days written notice from the Publisher.
- Advertisers can increase advertising size or number of insertions during contract period, with rates adjusted accordingly.
- Inserts are allowable subject to the Publisher's approval. Approximately 34,500 homes and businesses are within the delivery area. \$60 per thousand. Not commissionable. Minimum drop for insert is 5,000.
- Publisher retains all rights, title and interest to all layouts produced by *Ledger* staff.

Contract and Copy Regulations

- Publisher will provide a "make good" on undated advertising in the following edition if material errors in copy offices in advertising on Publisher's part. If a "make good" is necessary on dated material (a special holiday promotion, for example), Publisher will provide the "make good" within a year from when the ad ran with the material error.
- Any materials used in advertising composition will not be returned and Publisher assumes no bailment or custodial representation of such items. Publisher will only return such items at the Advertiser's request.

Updated: December 2010