13
YEARS OF COMMUNITY JOURNALISM

105,000
MONTHLY PRINT READERS

20,000
MONTHLY PAGEVIEWS ONLINE

1
GREAT BIG, SMALL TOWN NEWSPAPER
Los Feliz Ledger

How do our readers engage us?

- We deliver 30,000 copies of our newspaper monthly to homes & businesses and have 5,000 delivered to high-traffic areas for pick up
- We routinely "sell out" of print product monthly
- We publish, on average, five new news stories daily on our website which we promote via Facebook & Twitter
- We have 20,000 page views each month on our website
- Have have nearly 2,000 Facebook followers
- We have over 3,500 Twitter followers
- We have 1,000 email subscribers with a higher than industry open-rate between 23%-27%

Community newspapers are thriving

- People prefer newspapers for their local news over television and the Internet and local newspapers beat the Internet by a 3-1 margin
- 5% said they rely on social media to get information about their community
- 46% of respondents said they share their local newspaper with at least one person and 12% said 36% said they share it with two people or more
- 75% of respondents said they look forward to their community newspaper
- 79% of respondents said they find their community newspaper valuable for local shopping and advertising information
- According to Adweek "Does Social Sell Stuff?" (April 4, 2016) only 1.5% of $100 billion in retailer's sales among 500 million shoppers came from social media/e-commerce.
- "Local newspapers provide a different kind of connection with consumers and readers feel more positive about a store or business that advertises in their local paper," News Media Works, February 2014. Additionally, per News Media Works, 62% surveyed said they have visited a store or business because of advertising in community papers.

Our coverage area

We print and deliver 35,000 newspapers monthly: 28,000 directly to residences and 5,000 directly to businesses. We additionally drop another 1,500 in bulk to be picked up at high traffic locations in our coverage area, known as "bulk drops," which routinely sell out within a few weeks of delivery.
A Community Perfectly Situated

We are also near the communities of Downtown Los Angeles (7 miles), Pasadena (10 miles) and a mere two miles to Glendale. We know from our readers these are locations they travel to for entertainment, for dining out, for events and for errands. Our audience of readers are highly targeted possible customers for our neighboring communities.
Los Feliz Ledger
Who is our Audience?

High Median Income
- Under $50K: 45%
- $50K - $100K: 27%
- $100K - $200K: 19%
- Over $200K: 9%

55% earn over $50K and 27% more than $100,000 annually

Highly Educated
- Bachelor's: 44%
- Some College: 34%
- Post Grad: 21%

65% have either a college or post graduate degree

High Home Values
- $500K - $1 Million: 54%
- Over $1 Million: 17%
- Others: 29%

71% Own homes valued at $500K and more

66% Aged 20-59
- 20-59: 66%
- All Others: 34%

When people have the most buying power
## Print Rate Card

<table>
<thead>
<tr>
<th></th>
<th>12 x</th>
<th>6x</th>
<th>3x</th>
<th>1x</th>
<th>*4/Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,440</td>
<td>$1,588</td>
<td>$1,747</td>
<td>$2,000</td>
<td>$350</td>
</tr>
<tr>
<td>Half Page</td>
<td>$800</td>
<td>$880</td>
<td>$960</td>
<td>$1,000</td>
<td>$250</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$440</td>
<td>$480</td>
<td>$530</td>
<td>$600</td>
<td>$200</td>
</tr>
<tr>
<td>Eighth Page</td>
<td>$240</td>
<td>$290</td>
<td>$320</td>
<td>$335</td>
<td>$200</td>
</tr>
</tbody>
</table>

* Spot color is an additional $250 regardless of size.

## High Impact Opportunities

<table>
<thead>
<tr>
<th></th>
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<th>6x</th>
<th>3x</th>
<th>1x</th>
<th>*4/Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Page Strip</td>
<td>$ 765</td>
<td>$ 800</td>
<td>$ 900</td>
<td>$1,000</td>
<td>No Charge</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>Cost of ad plus 20% placement fee.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Page Three</td>
<td>Cost of ad plus 20% placement fee.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Center Spread</td>
<td>Full pages only. Cost of ad plus 20% placement fee.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>Cost of ad, 4-color process ink plus 20% placement fee.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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Los Feliz Ledger

Print Ad Size Configurations

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>10&quot; x 15.65&quot;</td>
</tr>
<tr>
<td>1/2 Pg Vert.</td>
<td>5.9&quot; x 15.3125&quot;</td>
</tr>
<tr>
<td>1/2 Pg Horizontal</td>
<td>10&quot; x 8&quot;</td>
</tr>
<tr>
<td>1/4 Pg Horizontal</td>
<td>3.85&quot; x 10&quot;</td>
</tr>
<tr>
<td>1/8 Pg Horizontal</td>
<td>5.3&quot; x 4&quot;</td>
</tr>
<tr>
<td>1/4 Pg Horizontal</td>
<td>5.9&quot; x 6.4&quot;</td>
</tr>
<tr>
<td>1/8 Pg Vertical</td>
<td>3.85&quot; x 5&quot;</td>
</tr>
<tr>
<td>Front Page Strip</td>
<td>9.625&quot; x 2&quot;</td>
</tr>
</tbody>
</table>

Ad artwork must be submitted as high resolution (200dpi+) print ready files in PDF, EPS, JPEG or TIFF format with fonts embedded as outlines or rasterized.

Each column inch is 1.8 inches in width; gutters are .25 inches in width. Actual ad sizes are in inches and height. Artwork must be scaled to 100% (actual size).

Black and white ads should be provided in GRAYSCALE and color ads in CYMK PROCESS. Bleeds not allowable.
## Los Feliz Ledger

### 2018 - 2019 Production Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Reservation Deadline</th>
<th>Artwork Deadline</th>
<th>Delivers*</th>
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<tbody>
<tr>
<td>April 2018</td>
<td>Friday, March 16</td>
<td>Wednesday, March 21</td>
<td>March 29</td>
</tr>
<tr>
<td>May 2018</td>
<td>Friday, April 20</td>
<td>Wednesday, April 25</td>
<td>May 3</td>
</tr>
<tr>
<td>June 2018</td>
<td>Friday, May 18</td>
<td>Wednesday, May 23</td>
<td>May 31</td>
</tr>
<tr>
<td>July 2018</td>
<td>Friday, June 15</td>
<td>Wednesday, June 20</td>
<td>June 28</td>
</tr>
<tr>
<td>August 2018</td>
<td>Friday, July 20</td>
<td>Wednesday, July 25</td>
<td>August 2</td>
</tr>
<tr>
<td>September 2018</td>
<td>Friday, August 17</td>
<td>Wednesday, August 22</td>
<td>August 30</td>
</tr>
<tr>
<td>October 2018</td>
<td>Friday, September 14</td>
<td>Wednesday, September 19</td>
<td>September 27</td>
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<tr>
<td>November 2018</td>
<td>Friday, October 19</td>
<td>Wednesday, October 24</td>
<td>November 1</td>
</tr>
<tr>
<td>December 2018</td>
<td>Monday, November 12</td>
<td>Friday, November 16</td>
<td>November 29</td>
</tr>
<tr>
<td>January 2019</td>
<td>Tuesday, December 11</td>
<td>Monday, December 17</td>
<td>December 27</td>
</tr>
<tr>
<td>February 2019</td>
<td>Friday, January 18</td>
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* The Los Feliz Ledger always delivers on a Thursday.
Los Feliz Ledger
2018 - 2019 Special Sections

Mother's Day

Los Feliz Ledger
Mother's Day Gift Guide
May 2018
Reserve by: April 1

Dads & Grads

Los Feliz Ledger
Dads & Grads
June 2018
Reserve by: May 1

All About Echo Park

Los Feliz Ledger
All About Echo Park
July 2018
Reserve by: June 1

Back to School

Los Feliz Ledger
Back to School
October 2018
Reserve by: September 14

Holiday Shopping

Los Feliz Ledger
Holiday Shopping Guide
November 2018
Reserve by: October 1
December 2018
Reserve by: November 1

Health & Resolutions

Los Feliz Ledger
Resolutions Guide
January 2019
Reserve by: December 1
We currently have 26,000 pageviews monthly and our numbers are growing daily. That's because our business model has changed from just a print monthly to now being a major source of news hourly, seven days a week. We are updating our website daily with important new news stories. Additionally, our website is clean and responsive to iPads and smartphones.

[Image of Los Feliz Ledger]

**Online**

Los Feliz Ledger

March 15, 2019

Read by MJP; Owners and Editors in Los Feliz, Silver Lake, Atwater Village, Echo Park & Hollywood/FIR

Sports | Online Exclusive | Service Moments | So Cal Real Estate | Corrections | To Advertise | Pick It Up & Copy

Search for...

Leaderboard $100 (1200 x 108)

Top Banner $75 (590 x 72)

Barnsdall Gallery to Host Claudia Rankine Inspired Open Mic

BY LOS FELIZ LEADER

Barnsdall Park, Los Angeles Municipal Art Gallery (LAMAG) will present Spring Break Approaches, Run Funds Short for Increased Patrol Near Hollywood Sign open mic event at the park in the spring.

Los Feliz - Hundreds of homes near the Silver Lake and the Echo Park area, and now the leisurely patrols.

As Spring Break Approaches, Run Funds Short for Increased Patrol Near Hollywood Sign

BY LOS FELIZ LEADER

A place to increase police patrols and other security around... - James a Comment

Skyscraper $60 (290 x 580)

Local Students Participate in a National Walkout Demanding School Safety & Gun Control

BY LOS ANGELES TIMES

Local students participate in a National Walkout Demanding School Safety & Gun Control event at their schools and across the nation.

Secondary Banner $75 (590 x 144)

Los Angeles Times Architecture OHIO to Take Job With City

King Middle School Competes for DOD Grant

BY LOS FELIZ LEADER

Los Angeles Times Architecture OHIO to Take Job With City

Footertop $75 (590 x 72)

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We publish, on average, five stories a day online, in between our monthly print publication.

We let our readers and others know about these online stories with our weekly newsletter called “The Ledger Lowdown.”

Currently, we have 1,000 highly engaged email subscribers, composed of our readers, advertisers and schools. Our open rate is 23%, well above the industry average of 17%. Further, our open rate for just our readers is significantly higher at 27%.

**WEEKLY DELIVERY:**
The Lowdown is sent every Friday at 2 p.m.

**SIZE SPECIFICATIONS:**
Banner: 600 x 50 pixels
Middle: 600 x 227 pixels
Footer: 600 x 227 pixels

**ARTWORK:**
JPGS only, 75K Max Size
Deadline: Thursdays by 5 p.m.
More High Impact Opportunities

Cover Wrap • Spadeas
Highly effective, creative alternative to create immediate awareness and splash. Only offered 4 x a year. $6,000

Inserts
Highly effective and extremely targeted. You provide your material (a flyer, a restaurant menu, a coupon, a brochure--the possibilities are endless), we insert your material in the center of the Ledger and together we customize where you want your inserts dropped: specific neighborhoods, for example, or even certain streets.

Minimum: 5,000
Cost: $65/thousand
Really smart media buyers buy on a cost per thousand basis. This means: how much your advertising cost divided by the number of thousand impressions of the publication.

We often hear our prices are high. But when you analyze our rates on a cost per thousand basis, we are actually less expensive than similar news outlets.

On the left, are our rates compared to DT News and the Larchmont Chronicle.

Let us know if you’d like to hear more about why a Ledger advertising buy is one that is a more effective use of your advertising budget.

Simply put, we deliver more impressions for your ad buy than our competitors.
I am a true believer in the value of the "neighborhood" paper. I started my real estate career in Taos, New Mexico and was the first realtor to advertise weekly in the Taos News. My ads featured my listings under the heading of Boni's Best Bets. Corny I know but pretty effective for the 10 years I sold there.

So when the Ledger started I was an early advertiser and Bryant / Reichling was first to do half page ads. People in the community notice the ads and people do remember them. I believe that local papers provide a service to residents and businesses. Both Joe and I live in Los Feliz, shop in Los Feliz and do business in Los Feliz and the neighboring areas.

Thank you Alison for bringing the Ledger to us.

Boni Bryant
Realtor/Compass

"I've been advertising in the LFL for over 10 years now and truly value the community it reaches. I've come to trust that it gets Camelot and Little Knights events into the hands of the readers that matter most.

Renae Plant
Director, Camelot Kids/Little Knights

"St. Vincent de Paul of Los Angele's LA thrift store has experienced a great boost in foot traffic to our stores from Los Feliz and the surrounding communities with customers bearing our coupon ads from the Los Feliz Ledger. We are pleased to continue to advertise in this paper that builds our store's business – which in turn funds our programs to help the poor and homeless."

Chris Sariego
St. Vincent de Paul Los Angeles
Director of Public Relations & Marketing