Los Feliz Ledger

2019 Media Kit

ONE GREAT BIG, SMALL TOWN NEWSPAPER
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 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.

Sources: National Newspaper Association, 2017. Survey conducted by Susquehanna Polling &
Research March 6, 2017 to April 5, 2017 of 1,000 households nationwide. Adweek, April 4, 2016
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.
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-$1Million: 54%
- Others: 29%
- Over $1Million: 17%

71% Own homes valued at $500K and more

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

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>
<th>12 x</th>
<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>

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

## 2019 - 2020 Production Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Reservation Deadline</th>
<th>Artwork Deadline</th>
<th>Delivers*</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2019</td>
<td>Friday, December 14</td>
<td>Monday, December 17</td>
<td>December 27</td>
</tr>
<tr>
<td>February 2019</td>
<td>Friday, January 18</td>
<td>Wednesday, January 23</td>
<td>January 31</td>
</tr>
<tr>
<td>March 2019</td>
<td>Friday, February 15</td>
<td>Wednesday, February 20</td>
<td>February 28</td>
</tr>
<tr>
<td>April 2019</td>
<td>Friday, March 15</td>
<td>Wednesday, March 20</td>
<td>March 28</td>
</tr>
<tr>
<td>May 2019</td>
<td>Friday, April 20</td>
<td>Wednesday, April 24</td>
<td>May 2</td>
</tr>
<tr>
<td>June 2019</td>
<td>Friday, May 17</td>
<td>Wednesday, May 22</td>
<td>May 30</td>
</tr>
<tr>
<td>July 2019</td>
<td>Friday, June 14</td>
<td>Wednesday, June 19</td>
<td>June 27</td>
</tr>
<tr>
<td>August 2019</td>
<td>Friday, July 19</td>
<td>Wednesday, July 24</td>
<td>August 1</td>
</tr>
<tr>
<td>September 2019</td>
<td>Friday, August 16</td>
<td>Friday, August 21</td>
<td>August 29</td>
</tr>
<tr>
<td>October 2019</td>
<td>Friday, September 20</td>
<td>Monday, September 25</td>
<td>October 3</td>
</tr>
<tr>
<td>November 2019</td>
<td>Friday, October 18</td>
<td>Wednesday, October 23</td>
<td>October 31</td>
</tr>
<tr>
<td>December 2019</td>
<td>Friday, November 15</td>
<td>Wednesday, November 20</td>
<td>November 29</td>
</tr>
<tr>
<td>January 2020</td>
<td>Monday, December 16</td>
<td>Thursday, December 19</td>
<td>January 2</td>
</tr>
<tr>
<td>February 2020</td>
<td>Friday, January 17</td>
<td>Wednesday, January 22</td>
<td>January 30</td>
</tr>
<tr>
<td>March 2020</td>
<td>Friday, February 14</td>
<td>Wednesday, February 19</td>
<td>February 27</td>
</tr>
<tr>
<td>April 2020</td>
<td>Friday, March 20</td>
<td>Wednesday, March 25</td>
<td>April 2</td>
</tr>
<tr>
<td>May 2020</td>
<td>Friday, April 17</td>
<td>Wednesday, April 22</td>
<td>April 30</td>
</tr>
<tr>
<td>June 2020</td>
<td>Friday, May 15</td>
<td>Wednesday, May 20</td>
<td>May 28</td>
</tr>
</tbody>
</table>

* The Los Feliz Ledger always delivers on a Thursday.
Online

We currently have 20,000 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.

Q SALKIN
**Weekly Newsletter**

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 or 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.
Testimonials

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 Angeles'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

"One great big, small town newspaper."