

# LONG BEACH POST



LBPOST.COM



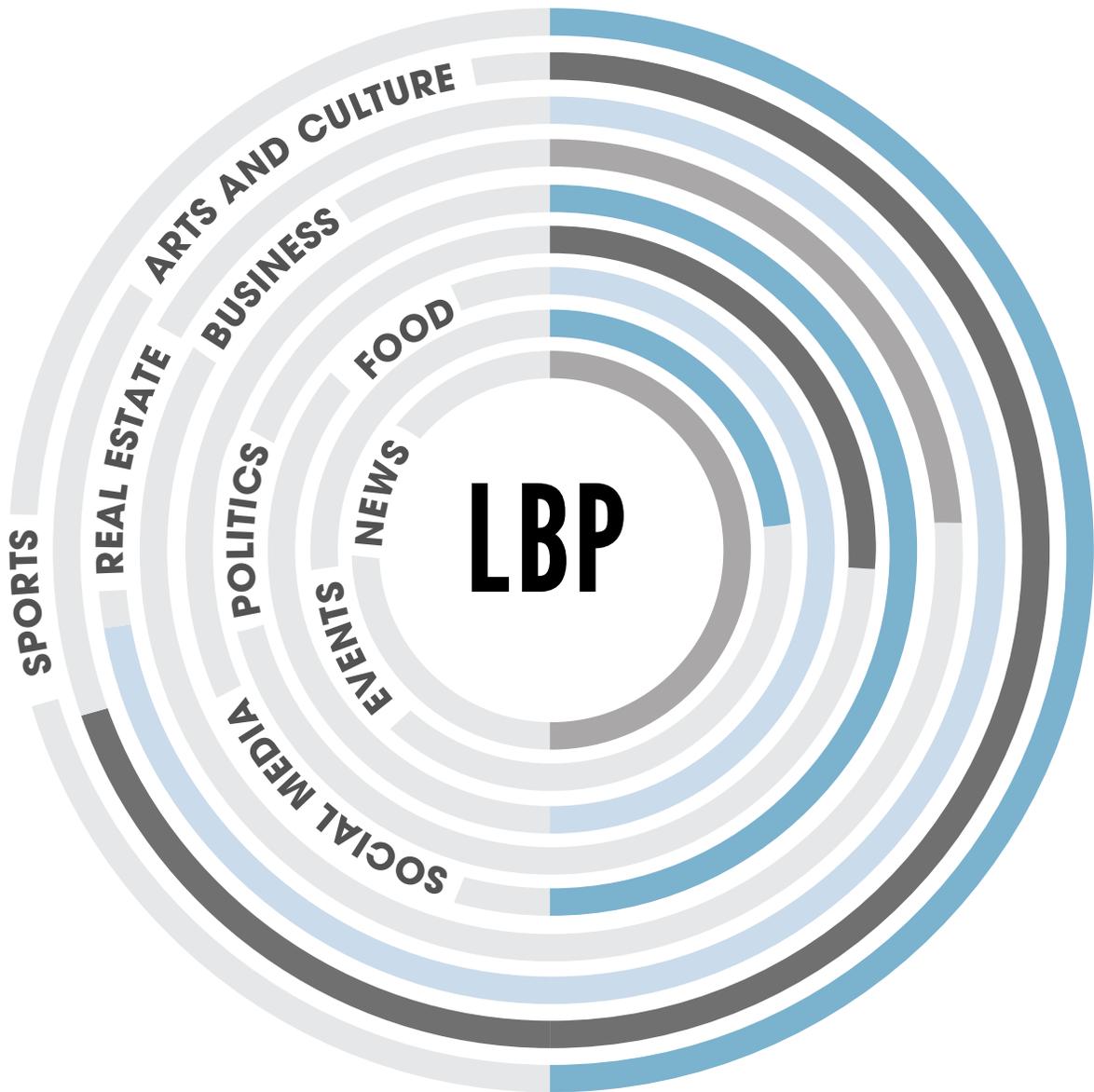
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@LONGBEACHPOST



#LBPOST



Media Kit 2017

# DEMOGRAPHICS

INSPIRING A NEW DIGITAL GENERATION

Contact: **562. 912.0161**  
ads@lbpost.com

## ONLINE AUDIENCE PROFILE

**62%** Spend 3 hours online per day  
**61%** have 500+facebook friends  
**51%** visit the site more than 3 times each week  
**40%** Shop online every month

**83%** purchase clothing/accessories every month  
**52%** visit LBPOST.com more than 3 times each week  
**83%** eat out at least once a week  
**82%** go to a bar or club at least once a week

### Age

18 to 34	<b>16%</b>
35 to 54	<b>48%</b>
55 to 74	<b>36%</b>

### Education

High School or equivalent	<b>3%</b>
Bachelor's degree	<b>39%</b>
Master's degree	<b>24%</b>
Doctoral degree	<b>8%</b>
Other	<b>26%</b>

### Household Income

Less than \$15,000	<b>3%</b>
\$15,000 to \$34,999	<b>10%</b>
\$35,000 to \$49,999	<b>10%</b>
\$50,000 to \$99,999	<b>34%</b>
\$100,000 or more	<b>43%</b>

### Gender

Male	<b>49%</b>
Female	<b>51%</b>

### Monthly Website Traffic

Visits	<b>309,591</b>
Pageviews	<b>361,714</b>
Unique Pageviews	<b>340,794</b>
Average Time on Page	<b>03:54</b>
Bounce Rate	<b>88.65%</b>

### Social Following

Facebook	<b>28,800+</b>
Twitter	<b>37,900+</b>
Instagram	<b>16,300+</b>
Klout Score	<b>80</b>

### Daily eAlert

Subscribers	<b>40,000+</b>
Average eAlert open rate	<b>10.8%</b>

### Registered to Vote in Long Beach

Registered	<b>78.4%</b>
Not Registered	<b>21.6%</b>

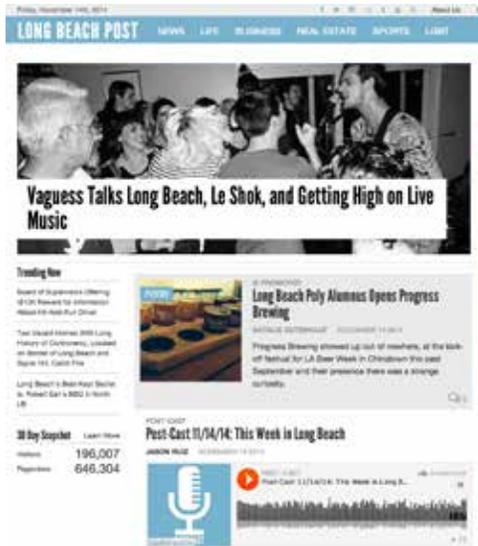
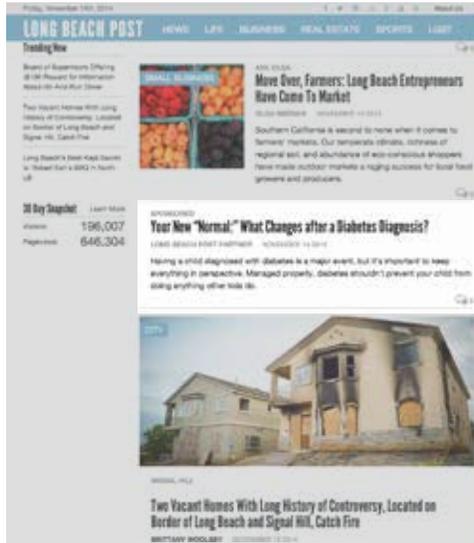
# CONTENT MARKETING

## SPONSORED STORY

Reach Long Beach customers and tell your story with sponsored content inserted directly into the editorial flow of the Long Beach Post for easy discovery, and with close to half our readers consuming content on their smartphones and tablets, we ensure the experience is seamless across all devices.

You provide the message, or work with our Content Marketing team to create custom content which will engage our passionate readership — just like our editorial content.

Gain valuable feedback from our readers with the option of enabling comments on sponsored stories.



## PROMOTED STORY

Have we written a story about your event or your business that you wish could stay on the front page of the Post longer, gaining more exposure before it moves down with the natural editorial flow?

Promote any story on the Post, and "pin" it to the top of our content feed for as long as you'd like. Increase awareness of your brand, product, or organization, while gaining valuable feedback from our active community of readers and commenters.

Once your campaign is over, the story stays on the Post forever, returning to its place in the chronological timeline of stories.

## NATIVE ADVERTISING

Engage more potential customers with native ads inserted directly in the flow of the Post's content.

Native ads include space for an eye-catching image, an attention-grabbing headline, and a short block of informative copy about your company, organization, event, or whatever you'd like to advertise.

Like a display ad, native ads link out to your website or landing page.

Since native ads are styled like our editorial content, they display seamlessly and attractively on desktop, mobile, and tablet formats.

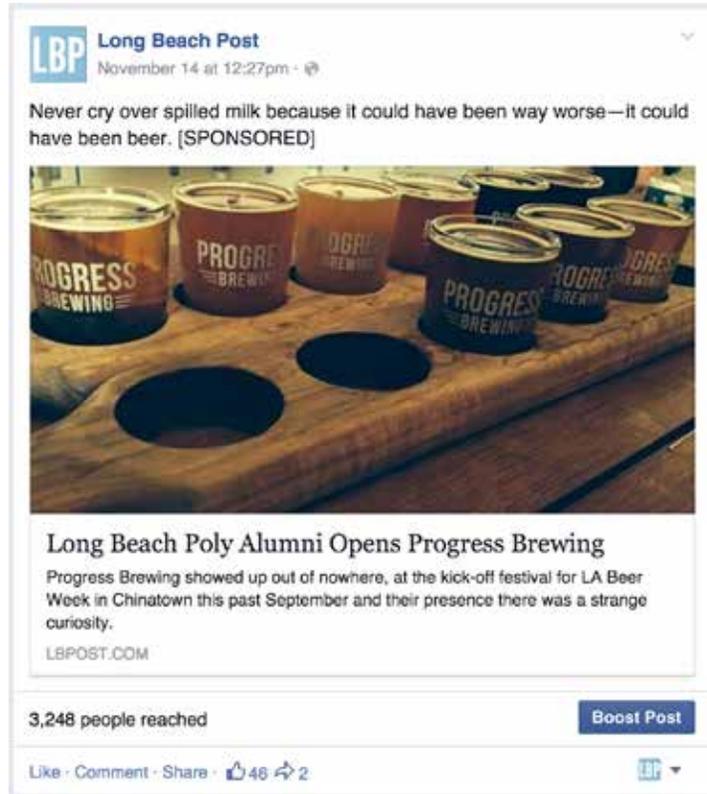


# SOCIAL MEDIA PARTNERSHIP

**f 28,800+**

**🐦 37,900+**

**📷 16,300+**



**LBP Long Beach Post**  
November 14 at 12:27pm · 🌐

Never cry over spilled milk because it could have been way worse—it could have been beer. [SPONSORED]



**Long Beach Poly Alumni Opens Progress Brewing**  
Progress Brewing showed up out of nowhere, at the kick-off festival for LA Beer Week in Chinatown this past September and their presence there was a strange curiosity.  
LBPOST.COM

3,248 people reached **Boost Post**

Like · Comment · Share · 🍷 46 🔄 2 **LBP**

## SPONSORED POST

Increase your reach and speak directly to our dedicated base of Long Beach readers by partnering with the Long Beach Post's Social Media department.

Put your message in front of tens of thousands of potential customers on the Post's super-active Facebook, Twitter, and Instagram.

Sponsored Posts can be a stand-alone product, linking users to your website, landing page, or social media page, or they can be paired with Sponsored Content to create a complete Content Marketing campaign.

## CREATIVE PARTNERSHIPS

Work with our Social Media and Creative team to come up with an awesome, engaging way to reach Long Beach customers that's tailored to be unique and reflective of your business.

What about an Instagram photo contest? Or a Tweet-off to decide the name of your next product? The possibilities are endless.



**LBP longbeachpost**

**SHOT OF THE WEEK** presented by **YOUR LOGO**



🍷 184 likes

# DISPLAY ADVERTISING

**Leaderboard (970px X 90px)**

**Solar Panels at Cabrillo High School to Save LBUSD \$2M in Electricity Bills**

**Large Rectangle (300px X 600px)**

**Rectangle (300px X 250px)**

**Mobile Rectangle (300px X 600px)**

**Rectangle (300px X 250px)**

**Pine Avenue Boxing Rectangle (300px X 250px)**

## LEADERBOARD

- Size: 980 x 90 pixels (must be less than 40Kb)
- \$17 PER THOUSAND (Run Of Site)

## LARGE RECTANGLE

- Size: 300 x 600 pixels (must be less than 40Kb)
- \$17 PER THOUSAND (Run Of Site)

## RECTANGLE / MOBILE RECTANGLE

- Size: 300 x 250 pixels (must be less than 40Kb)
- \$11 PER THOUSAND (Run Of Site)

## \$11 CPM

<b>30,000</b>	<b>60,000</b>	<b>150,000</b>
<b>\$330</b>	<b>\$660</b>	<b>\$1,650</b>

## \$17 CPM

<b>30,000</b>	<b>60,000</b>	<b>150,000</b>
<b>\$510</b>	<b>\$1,020</b>	<b>\$2,550</b>

RICH MEDIA: add \$2 CPM

DAYPARTING: add \$2 CPM.

PREFERRED POSITIONING: add \$3 CPM.

## ACCEPTED FILES:

TYPES: GIF, JPEG, HTML, DHTML, Javascript/jscript, Flash

SIZE: 40Kb standard, Flash 40Kb, 3rd Party 30Kb initial/70Kb

secondary. Flash & 3rd party ads have additional requirements.

ANIMATION: Allowed: 10 second pause between loops

## CREATIVE SERVICES .....Starting at \$100

Let us create your static or rich media ad to increase audience engagement and give you the best return on your investment.

## DESIGN AND INTERACTIVE SERVICES

Work with our talented Creative and Interactive Departments to create a custom advertising campaign, or update your branding campaign for the digital medium. We'll work with you or your in-house marketing department to create a campaign which will delight readers and increase your brand's engagement.

## FOOD REVIEW

Have your restaurant's food review featured in the Long Beach Post food section, with beautiful photos and tantalizing descriptions. Food reviews start at \$500. An album of licensed photos from your food review for your use are available for an additional \$750.

## VIDEO PRODUCTION

There's a new generation of technology making video a truly interactive advertising tool, one that enables advertisers to directly engage customers. Targeted in-banner, pre-roll, post-roll, social and mobile video inventory, across a network of leading publishers, exchanges, and social media sites.

# DAILY eALERT



George wants a lower auto loan rate and more horsepower.

Click for BETTER BANKING OPTIONS at [lbsfcu.org](http://lbsfcu.org)



## LONG BEACH POST

*Daily Deal*

\$15 off your order of \$30 or more at Alegria Cocina Latina

### Family of Man Burned In Car Outside 7-Eleven Sues Convenience Store Chain, City of Long Beach

Seven siblings of a man who died last year after a transient threw flammable liquid into his car outside of a 7-Eleven filed a negligence and wrongful death suit Friday, naming the convenience store chain, the City of Long Beach and the suspect accused of the crime.

### Donated Solar Panels at Cabrillo High School to Save LBUSD \$2M in Electricity Bills

More than 2,500 solar panels have been installed atop newly constructed carports at Cabrillo High School in West Long Beach, the Long Beach Unified School District announced last week. The 805-kilowatt system--along with all installation and ongoing maintenance costs--were donated by SolarCity, the country's largest solar company.

### The Business of Doing Art: David Van Patten's Iconic Art Scores Branding Opportunities

Dave Van Patten's work is arguably one of the most prolific throughout Long Beach: his surreal, sinewy figures, creatures, and people can be found in children's books, on coffeeshop walls, in the historic Dr. Rowan Building downtown, in the Long Beach Post, in LA Record, in zines, on CD covers, in music videos...

### OP-ED: Why the City of Long Beach Should Reinstate its Economic Development Department

For a city our size with a high population and unemployment rate, it is troubling to me that we currently do not have an Economic Development Department. An Economic Development Department in my view could help ease unemployment, spur job growth, and revitalize neighborhoods while at the same time create a return on investment for our city through sales tax revenues and increased economic activity.



*Splash's* hair design

**\$99** cut and color

### Pine Avenue Boxing



**\$49** per month  
(reg. \$99/month)

745 Pine Ave.  
(562) 606-2665

**Subscribers:** 33,000+

**Open rate:** 10% (average)

**Ad click-through rate:** 4.16% (average)

**eAlert Advertising:** Reach the inbox of over 33,000 of our most engaged readers. Flexible sizing and placement guarantees there is an option to fit your budget.

**Daily Deal:** Build sales and loyalty through our Daily Deal program. Digital coupons have **10 times** the redemption rate of traditional coupons. Also includes a tile ad on our home page for 24 hours on the day your Daily Deal runs.

#### DAILY DEAL - \$150/day

- Size: 300 x 200 pixels
- Text only

#### LEADERBOARD - \$750/day

- Size: 970 x 90 pixels (must be less than 40Kb)
- Static image only

#### LARGE RECTANGLE - \$700/day

- Size: 300 x 600 pixels (must be less than 40Kb)
- Static image only

#### RECTANGLE - \$400/day (top) - \$300/day (bottom)

- Size: 300 x 250 pixels (must be less than 40Kb)
- Static image only