

LONG BEACH POST



LBPOST.COM



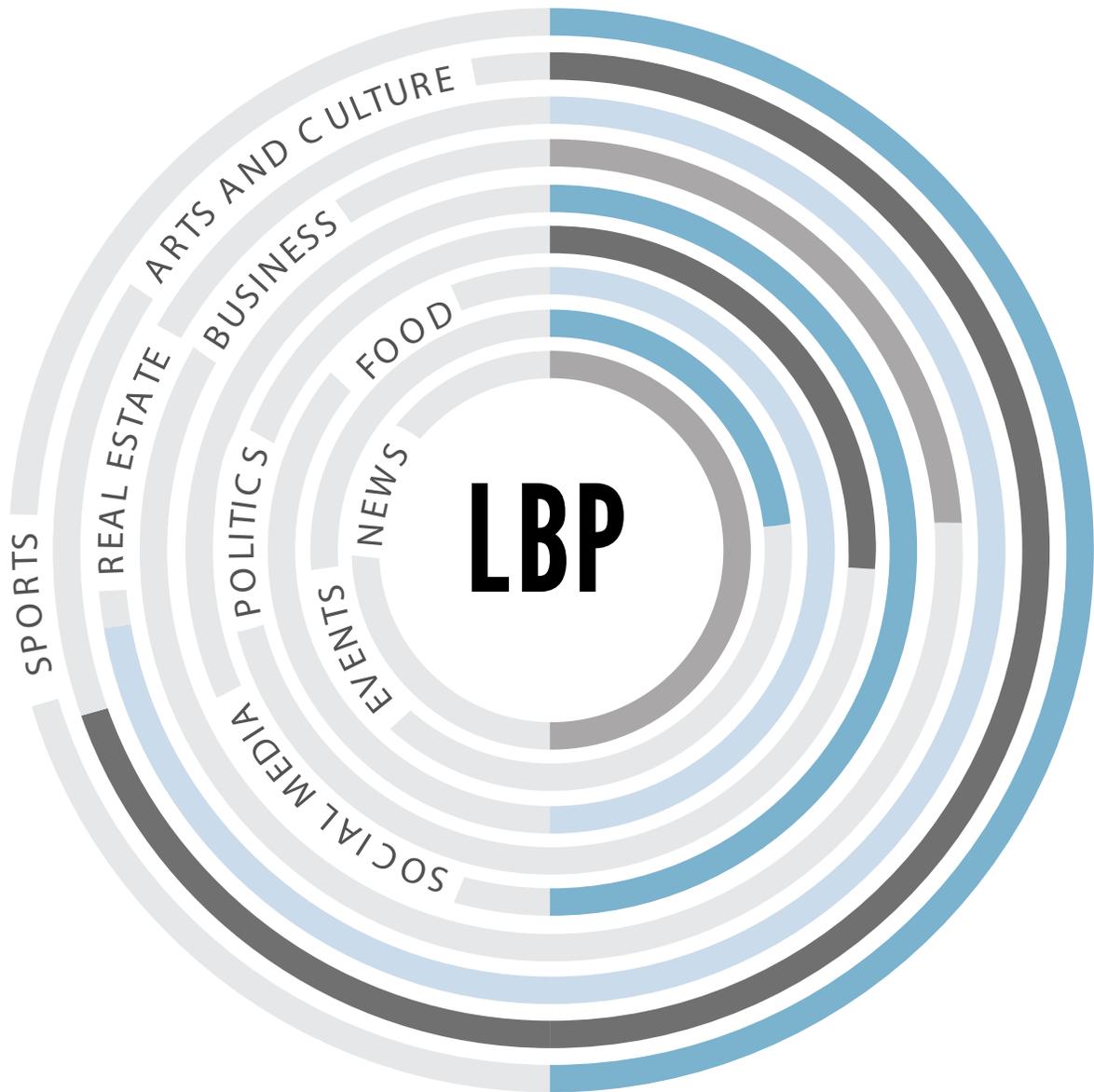
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@LONGBEACHPOST



#LBPOST



Media Kit 2017 - 2018

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	16%
35 to 54	48%
55 to 74	36%

Education

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

Household Income

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

Gender

Male	49%
Female	51%

Monthly Website Traffic

Visits	309,591
Pageviews	361,714
Unique Pageviews	340,794
Average Time on Page	03:54

Social Following

Facebook	32,200+
Twitter	47,900+
Instagram	20,900+
Klout Score	80

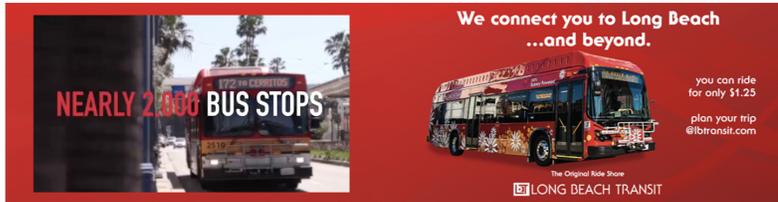
Daily eAlert

Subscribers	41,000+
Average eAlert open rate	10.8%

Registered to Vote in Long Beach

Registered	78.4%
Not Registered	21.6%

DISPLAY ADVERTISING



- 970px X 250px Large Billboard ad (with video)
- Desktop
- 970px X 90px size also available
- All display ad sizes available with or without video



Compressed Natural Gas Fueling Stations Now Open for City's New Fleet of Refuse Trucks and Street Sweepers | Motorists Urged to Drive Carefully as LBUSD Schools Resume Sessions This Week | LGBTQ Center Calls on Elected Leadership to Denounce Opening of New Chick-fil-A | Long Beach Man Pleads Guilty to Federal Drug Trafficking Charges, Faces 40 Years in Prison | YouTuber Aims to Sleep in Long Beach Kennel Until Reaching \$100K for spcaLA

ANIMAL WELFARE

YouTuber Aims to Sleep in Long Beach Kennel Until Reaching \$100K for spcaLA

by STEPHANIE RIVERA on AUGUST 29 2017 11:20 in PETS Comment 0



A YouTube personality is taking fundraising to new levels as he eats, sleeps and broadcasts live from a kennel at a Long Beach animal shelter until he raises \$100,000 for the Society for the Prevention of Cruelty to Animals' Los Angeles chapter (spcaLA).

As of late Monday morning, Elton Casteel has raised over \$88,000 since he locked himself in kennel #420 at the spcaLA P.D. Pitchford Companion Animal Village & Education Center at noon Sunday.

Casteel is not only a YouTuber but an spcaLA adopter, according to the nonprofit animal welfare organization's president, Madeline Bernstein.

Advertise with the Post. Learn more.

SHOP OUR WEBSITE URBANAMERICANA.COM

URBAN AMERICANA VINTAGE ANTIQUES DESIGN

16,000 SQ FEET OF MID CENTURY FURNITURE INDUSTRIAL DECOR VINYL RECORDS IN-HOUSE RUG DEALER

Reserve Your Taste of Latin America FUEBO Latin Street Series at



- 300px X 600px Large Rectangle ad
- Desktop
- Mobile

- 300px X 250px Rectangle ad
- Desktop
- Mobile

DISPLAY ADVERTISING Let new customers come to you with highly engaging interactive, video or static ads placed right next to our best-in-class local news on our desktop and mobile site. Ads are sold on a CPM basis with guaranteed delivery, meaning we can put together an ad package for any size budget.

We also offer dayparting (we only show your ad on the days or times of day you request) and geo-targeting down to the neighborhood/ZIP code level.

And don't worry if you don't have artwork for your ad; we have a full, in-house creative department ready to help you put your business' best face forward.

What is CPM?

CPM stands for "cost per mille" or cost per thousand, but what it really means is *you only pay if someone sees your ad*. Unlike traditional or print advertising, there's no wondering if anyone saw your ad. And since we guarantee delivery on all impressions, you never have to worry about being out-bid by another advertiser.

DAILY eALERT

The machine learning-powered eALERT customizes the headline for each subscriber for increased open rate and engagement.

970px X 250px
Large Billboard ad

Stories are selected for each reader to surface the content most relevant to them.

300px X 600px
Large Rectangle ad

Long Beach Arts Organizations Awarded Over \$270K in Grants from LA County Arts Commission

Long Beach Post <ealert@lbpost.com>
to me



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INDUSTRIAL DECOR
VINYL RECORDS
IN-HOUSE RUG DEALER
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LONG BEACH POST

Long Beach Arts Organizations Awarded Over \$270K in Grants from LA County Arts Commission

The Los Angeles County Arts Commission announced Monday \$4.518 million in two-year grants to 196 nonprofit arts organizations through its Organizational Grant Program.



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Virgin Orbit's Cosmic Girl Satellite Air Launch Platform Touches Down in Long Beach

On Monday afternoon Virgin Orbit employees, CEO Dan Hart, Long Beach Mayor Robert Garcia and other city dignitaries gathered to celebrate Cosmic Girl's completion as a satellite air launch platform.

Thunderstorms Moving into Eastern LA County, Long Beach Metro Tuesday Evening

The National Weather Service is forecasting thunderstorms Tuesday evening in the Long Beach metro area extending northward. Dime-size hail and wind gusts of over 40 miles per hour are possible with these storms.

City Health Officials Offer Tips Amid Expected High Heat and Humidity this Week

Long Beach residents may want to take precautions against higher

Subscribers: 41,000+

Click-through open rate: 30%+

eALERT ADVERTISING Reach the inboxes of over 40,000 of our most engaged readers with our all-new machine learning-powered, mobile-optimized eALERT daily email news update.

Machine-learning means the eALERT learns what our subscribers like to read, so the advanced algorithm can send each reader a customized email with the articles they're most likely to open, optimizing our click-through rate and maximizing your ad's effectiveness. 40,000 subscribers, 40,000 tailored versions of the eALERT, every day.

SOCIAL MEDIA PARTNERSHIP

f 32,200+

🐦 44,600+

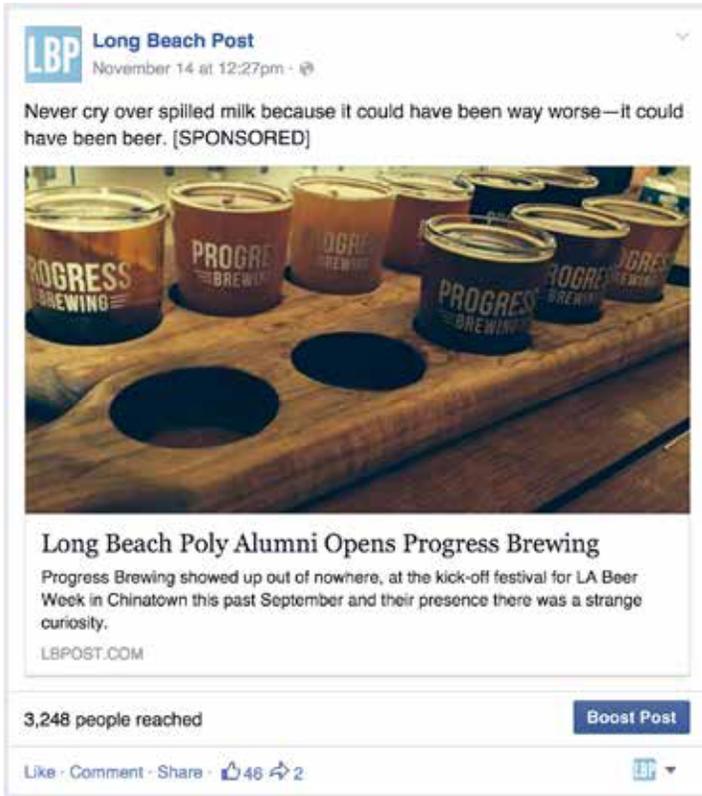
📷 19,600+

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 team.

Put your message in front of over 100,000 potential customers on the Post's super-active Facebook, Twitter and Instagram.

Sponsored Posts can be stand-alone, 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.



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

CREATIVE PARTNERSHIPS

Work with our Social Media and Creative teams 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

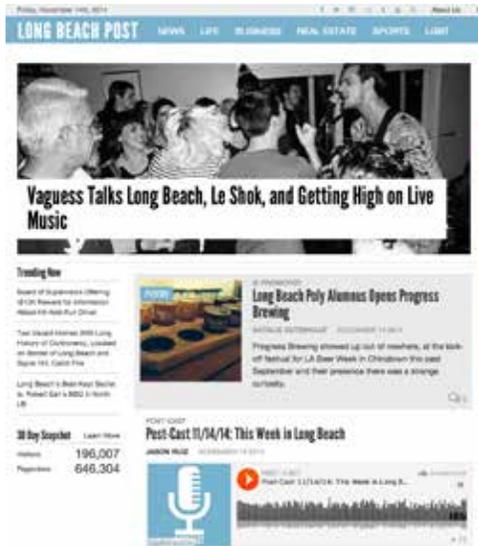
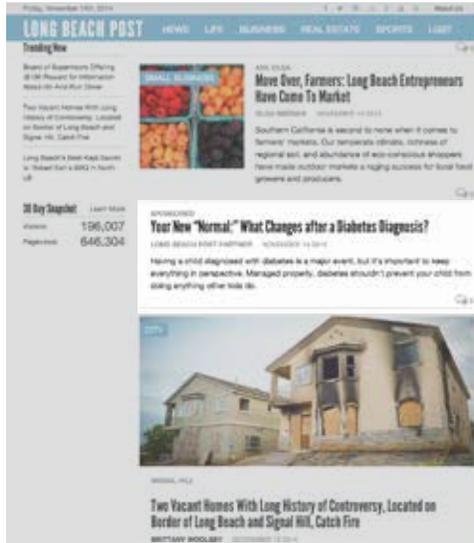
CONTENT MARKETING

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.

