REACH LONG BEACH

LONG BEACH POST
2019 DIGITAL ADVERTISING MEDIA KIT
DEMographics

INSPIRING A NEW DIGITAL GENERATION

ONLINE AUDIENCE PROFILE

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>62%</td>
<td>Spend 3 hours online per day</td>
</tr>
<tr>
<td>61%</td>
<td>have 500+ facebook friends</td>
</tr>
<tr>
<td>51%</td>
<td>visit the site more than 3 times each week</td>
</tr>
<tr>
<td>83%</td>
<td>purchase clothing/accessories every month</td>
</tr>
<tr>
<td>83%</td>
<td>eat out at least once a week</td>
</tr>
<tr>
<td>82%</td>
<td>go to a bar or club at least once a week</td>
</tr>
</tbody>
</table>

**Age**

- 18-24: 30%
- 25-34: 22%
- 35-44: 22%
- 45-54: 15%
- 55-64: 8%
- 65+: 3%

**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%

**Average Monthly Website Traffic**

- Users: 337,489
- Pageviews: 1,063,054
- Sessions: 580,964

**Social Following**

- Facebook: 35,000+
- Twitter: 50,000+
- Instagram: 27,800+

**Daily eAlert**

- Subscribers: 41,000+
- Average eAlert open rate: 10.8%

**Registered to Vote in Long Beach**

- Registered: 78.4%
- Not Registered: 21.6%

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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

970px X 250px
Large Billboard ad

40,000+
SUBSCRIBERS

30%+
Click-through open rate (CTOR)

eALERT ADVERTISING Reach the inboxes of over 40,000 of our most engaged readers with your ad on the Long Beach Post’s daily eALERT email newsletter.
SOCIAL MEDIA PARTNERSHIP

35,000+ 50,000+ 27,800+

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.

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.
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.

With over half our readers consuming content on their smartphones or 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.

Super-charge your sponsored story by pairing it with a sponsored social media post to engage even more of our audience with your brand.

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 to increase awareness of your brand, product, or organization.

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 or tablet formats.