



REACH

LONG

BEACH

LONG BEACH POST

2019 DIGITAL ADVERTISING MEDIA KIT

DEMOGRAPHICS

INSPIRING A NEW DIGITAL GENERATION

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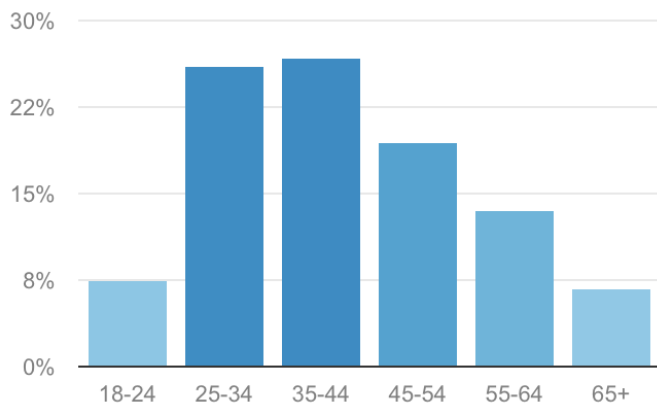
Atira West
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ONLINE AUDIENCE PROFILE

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

83% purchase clothing/accessories every month
83% eat out at least once a week
82% go to a bar or club at least once a week

Age



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+

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%

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

The screenshot shows a mobile view of the Long Beach Post website. At the top, there is a red banner advertisement for Long Beach Transit. The banner is split into two sections: the left section shows a red bus with the text 'NEARLY 2,000 BUS STOPS' in white, and the right section shows a red bus with the text 'We connect you to Long Beach ...and beyond.' and 'you can ride for only \$1.25 plan your trip @lbttransit.com'. Below the banner, the article title is 'Long Beach Transit's 'Museum Express' takes you beyond the city to everywhere from Morongo Casino to the LA Zoo'. The article is by Brian Addison and is categorized under 'Public Transit'. The article text describes the 'Museum Express' service, which allows passengers to travel from the city to various museums and landmarks. A list of destinations and dates is provided at the bottom of the article. To the right of the article, there is a vertical advertisement for 'URBAN AMERICANA' featuring the text 'SHOP OUR WEBSITE URBANAMERICANA.COM', 'URBAN AMERICANA VINTAGE ANTIQUES DESIGN', and '16,000 SQ FEET OF MID CENTURY FURNITURE INDUSTRIAL DECOR VINYL RECORDS IN-HOUSE RUG DEALER'.

970px × 250px large billboard
(shown with video option)

- Desktop
- 970px × 90px leaderboard size also available
- All display ad sizes available with or without video

300px × 600px
Large rectangle ad

- Desktop
- Mobile
- 300px × 250px small rectangle size also available

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)


'This time we were like rock stars': Rep. Alan Lowenthal talks first days in new Congress 

Long Beach Post <ealert@lbpost.com> to adrian Fri, Jan 4, 11:11 PM (12 days ago)   







They may think they're grown up. We Know Better.

1.800.MEMORIAL Specialized care. Just for kids.




LONG BEACH POST


'This time we were like rock stars': Rep. Alan Lowenthal talks first days in new Congress

When Democrats unveiled a new legislative package of sweeping government reforms on Friday, they were met with a flood of media coverage.

 [Read More](#)


Brian Banks movie headed to theaters summer 2019

The story of Brian Banks, a former Poly High School football star whose plans to play professionally were derailed by a wrongful rape conviction at age 17, will be in theaters next summer.

 [Read More](#)


Pet Projects: Help dogs rescued from a hoarding situation

Team members with Sparky and the Gang spent 20-hour days getting 72 dogs, a few dogs at a time, out of a dark cluttered house and into rescues and foster homes.

 [Read More](#)

PODCAST: What we're looking forward to in 2019

This week on What Up, Long Beach?! we're talking about the top Long Beach sports stories we're looking forward to in 2019.

 [Read More](#)

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

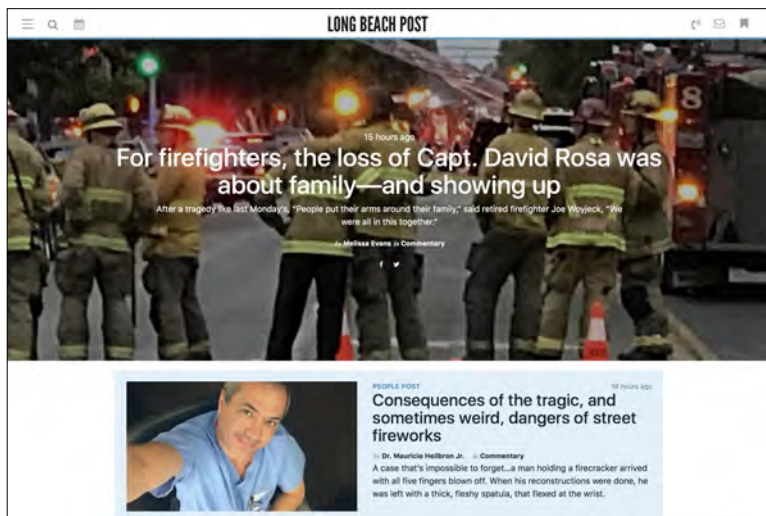
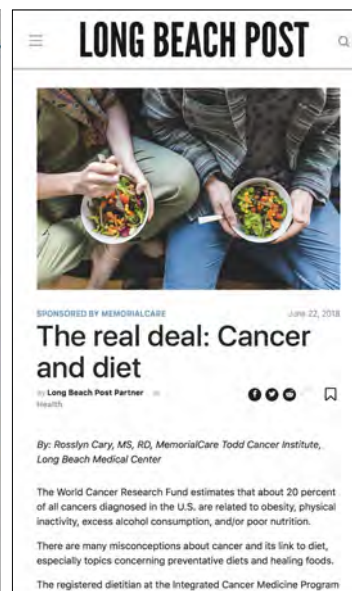
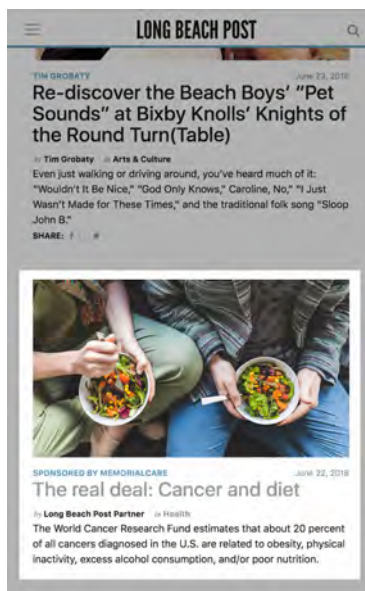
SPONSORED STORY

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.

