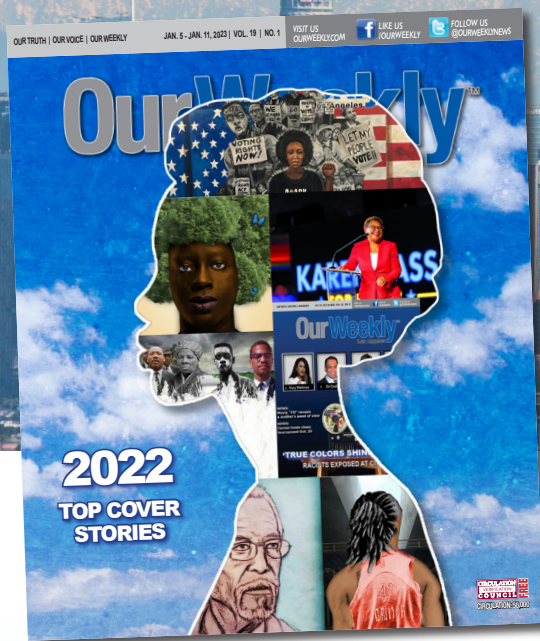


Overview



2024

Los Angeles Media Kit

Serving the
COMMUNITY
SINCE 2005

OurWeekly LA distributes every Thursday reaching 200,000 readers weekly. Our Weekly Antelope Valley distribution every Friday reaching 30,000 readers weekly. We are the largest distributing verified-circulation Black owned newspaper on the West Coast. Sixty percent of our readership reside in the most affluent cluster of Black communities in the country and receive OW directly to their door, including communities such as: Baldwin Hills, Ladera, Windsor Hills, Lafayette Square, Blair Hills, Baldwin Vista, Leimert Park, Inglewood and Carson. Additionally, we have a targeted commercial network which channels the distribution of the paper through churches, restaurants, entertainment venues and various retail establishments throughout metropolitan Los Angeles.

OurWeekly is unique and here's why:

- ▶ **Edgy:** We don't shy away from tough or controversial subjects
- ▶ **Comprehensive:** In-depth coverage on cover and feature articles
- ▶ **Compelling:** We write about what resonates with our readership
- ▶ **Innovative:** Home of Across Black America and Addiction and Recovery
- ▶ **Original:** Design, style and format is fresh and has been copied by competitors. Readers are intrigued each week to "see what's on the cover of OurWeekly"
- ▶ **Better than competitive rates**

OurWeekly covers pertinent new stories for the community from local, state and national levels. Weekly coverage includes: Lifestyle, Health and Wellness, Art, Culture and Entertainment, Food, Book Review, Events Calendar, OpEd, Government, Politics, Business and Professional, Education, Community, and Classified.

PRINT

OurWeekly
Los Angeles

OurWeekly
Antelope Valley



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Content

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Our Weekly
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Our Weekly
Antelope Valley



Attention grabbing covers are always the topic of discussion every Thursday & Friday



News/Business
Features, Local, State, National, Opinion, Politics, Across Black America



Community
Human Interest, Health & Wellness



Art & Entertainment
Features, Book Review, Food Feature



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Calendar

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January

- The Top OW cover stories from 2021
- MLK Day & New Year Issue

July

- National video game day

February

- Black History Month

August

- National Son & Daughter Day
- Senior Citizen's Day
- Women's Equality Day

March

- Women's History Month
- *Healthier You Magazine

September

- Labor Day
- Grandparent's Day
- National Comic Book Day
- World Teachers Day
- *Healthier You Magazine

April

- Autism Awareness
- Easter
- Earth day

October

- World Mental Health Day
- National Bosses Day

May

- African World Heritage Day/Mother's Day
- Malcolm X Day
- Memorial Day

November

- Veteran's Day
- National Adoption Day
- Black Friday

June

- Black Music Month
- Juneteenth/Father's Day
- 4th of July
- LA Mayor Election
- *Healthier You Magazine

December

- World AIDS Day
- Kwanzaa & Christmas
- Year in Review/Necrology
- *Healthier You Magazine

PRINT

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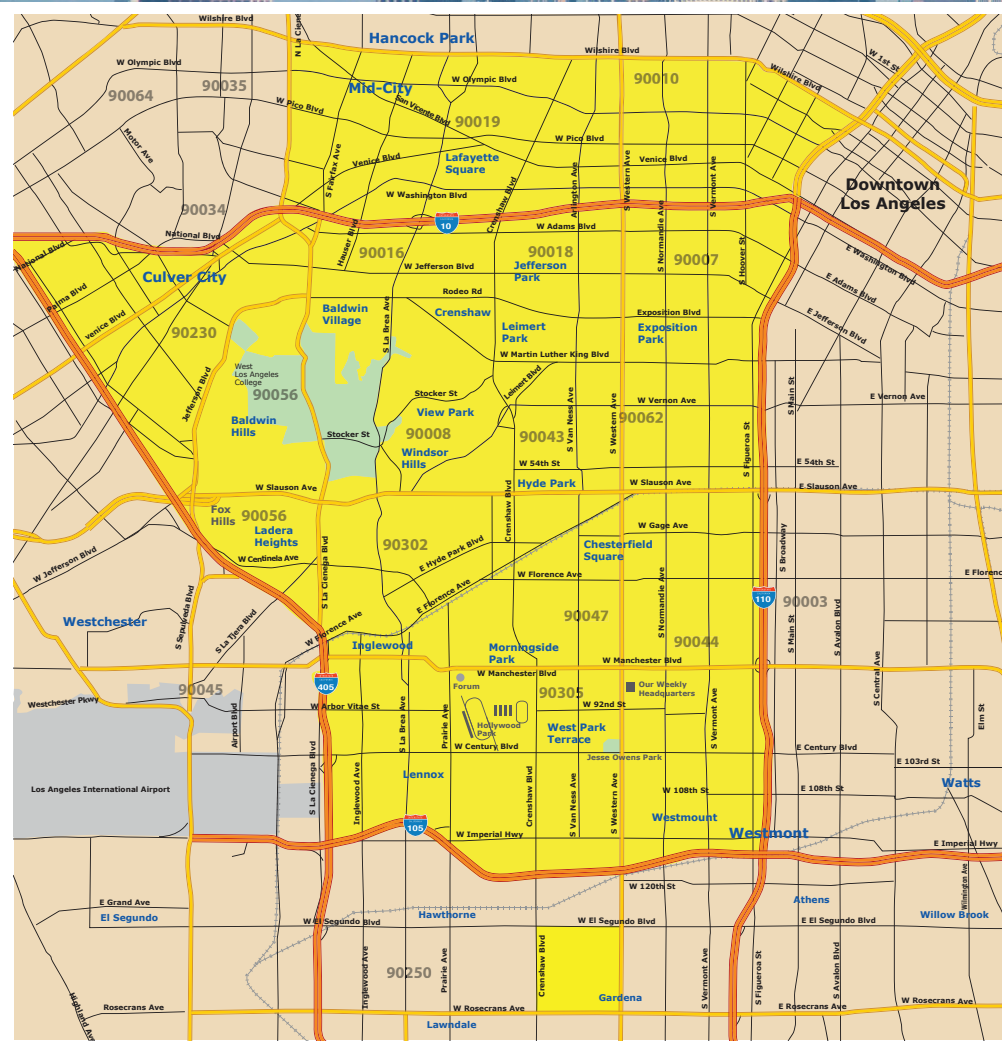


Distribution

OurWeekly distributes to homes and retail shops across Los Angeles.

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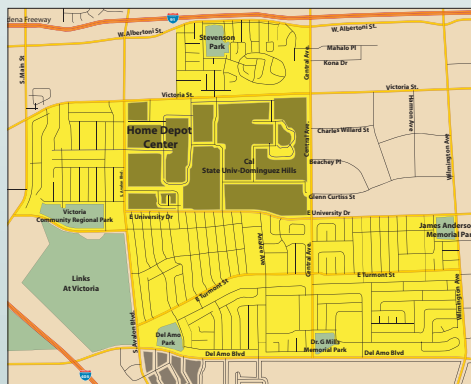
OurWeekly
Los Angeles

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Antelope Valley



Cities

Los Angeles, Beverly Hills, Compton, Gardena, Lynwood, Inglewood, Carson, Culver City, Crenshaw, Leimert Park, Wilshire, South Los Angeles, West Adams, Baldwin Village, Jefferson Park, King Estates, Windsor Square, Miracle Mile, Windsor Hills, View Park, Westchester West Park Terrace, Morningside Park, Ladera Heights, Baldwin Hills, Fox Hills, Watts, Willowbrook, Athens, Chestferfied Square, Morning Circle



Zip Codes

90001, 90002, 90003, 90007, 90008, 90010, 90011, 90012, 90015, 90016, 90018, 90019, 90035, 90036, 90037, 90043, 90044, 90045, 90047, 90056, 90059, 90061, 90062, 90089, 90211, 90220, 90221, 90222, 90232, 90248, 90249, 90262, 90301, 90302, 90305, 90745, 90746

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General Rates

All prepayment orders qualify for a 10% discount. All rates are per week.



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AD SIZES	OPEN TERM	4 WEEK TERM	8 WEEK TERM
Full Page	\$6,496.88	\$5,414.12	\$4,627.37
3/4 Page	\$5,018.87	\$4,182.42	\$3,574.63
1/2 Page	\$3,446.34	\$2,871.85	\$2,454.68
1/3 Page	\$2,365.68	\$1,971.41	\$1,684.99
1/4 Page	\$1,828.12	\$1,523.40	\$1,302.10
1/6 Page	\$1,245.89	\$1,046.78	\$893.81
1/8 Page	\$969.74	\$808.15	\$690.69
1/16 Page	\$666.25	\$555.18	\$474.52

AD SIZES	13 WEEK TERM	26 WEEK TERM	52 WEEK TERM
Full Page	\$4,023.89	\$3,592.78	\$3,266.14
3/4 Page	\$3,108.42	\$2,775.38	\$2,523.10
1/2 Page	\$2,134.40	\$1,905.74	\$1,732.47
1/3 Page	\$1,465.22	\$1,308.21	\$1,189.23
1/4 Page	\$1,131.32	\$1,010.97	\$919.07
1/6 Page	\$777.17	\$694.02	\$630.85
1/8 Page	\$600.58	\$536.31	\$487.44
1/16 Page	\$412.61	\$368.47	\$334.99

Double Truck Open Term \$13,594.87

OUR WEEKLY NEWSLETTER \$2,500.00

COLOR

Color is an additional charge.

Spot \$450
Four Color \$800

PREMIUM POSITION

Limited availability.

Front page ad across full bottom width.
Full color included.
Size: 10.5" wide by 1.5" deep
\$4,200

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Combined General Rates

Los Angeles & Antelope Valley

All prepayment orders qualify for a 10% discount. All rates are per week.



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AD SIZES	OPEN TERM	4 WEEK TERM	8 WEEK TERM
Full Page	\$8,748.38	\$7,149.60	\$6,110.67
3/4 Page	\$6,627.59	\$5,523.39	\$4,720.58
1/2 Page	\$4,551.42	\$3,792.17	\$3,241.90
1/3 Page	\$3,124.30	\$2,603.15	\$2,225.15
1/4 Page	\$2,414.51	\$2,011.47	\$1,719.33
1/6 Page	\$1,657.25	\$1,382.87	\$1,180.50
1/8 Page	\$1,280.39	\$1,067.58	\$912.41
1/16 Page	\$881.20	\$733.33	\$626.63

AD SIZES	13 WEEK TERM	26 WEEK TERM	52 WEEK TERM
Full Page	\$5,313.39	\$4,744.52	\$4,313.34
3/4 Page	\$4,104.89	\$3,665.28	\$3,331.65
1/2 Page	\$2,818.93	\$2,516.78	\$2,287.46
1/3 Page	\$1,935.25	\$1,727.42	\$1,570.88
1/4 Page	\$1,494.81	\$1,388.89	\$1,213.47
1/6 Page	\$1,026.08	\$916.27	\$832.98
1/8 Page	\$792.96	\$707.81	\$643.70
1/16 Page	\$545.30	\$483.26	\$442.21

Double Truck Open Term \$18,380.53
OUR WEEKLY NEWSLETTER \$1,900.00

COLOR

Color is an additional charge.

Spot \$450
Four Color \$800

PREMIUM POSITION

Limited availability.

Front page ad across full bottom width.
Full color included.
Size: 10.5" wide by 1.5" deep
\$4,200

Retail Ad Sizes

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Full Page - 4x4

3/4 Page - 3x4
Vertical

3/4 Page - 4x3
Horizontal

1/8
Page
1x2
Vert.

1/2 Page
2x4
Vertical

1/3 Page
2x3
Vertical

1/8 Page
2x1
Horizontal

1/2 Page - 4x2
Horizontal

1/6 Page - 3x1
Horizontal

1/3 Page - 3x2
Horizontal

1/4
Page
1x4
Vert.

1/6
Page
1x3
Vert.

1/4 Page
2x2
Vertical

1/16
Page
1x1

1/4 Page - 4x1
Horizontal

COLUMN & ROW SIZES

Column (width)	Row (height)
1 column 2.5"	1 row 2.656"
2 columns 5.167"	2 rows 5.437"
3 columns 7.833"	3 rows 8.218"
4 columns 10.5"	4 rows 11"

Double Truck 21.876" x 11"

AD SIZES

Size	Vertical (Width x Height)	Horizontal (Width x Height)	Columns x Rows
Full Page	10.5" x 11"		4x4
3/4 Page	7.833" x 11"	10.5" x 8.218"	3x4 or 4x3
1/2 Page	5.167" x 11"	10.5" x 5.437"	2x4 or 4x2
1/3 Page	5.167" x 8.218"	7.833" x 5.437"	2x3 or 3x2
1/4 Page	2.5" x 11" or 5.167" x 5.437"	10.5" x 2.656"	1x4 or 2x2 or 4x1
1/6 Page	2.5" x 8.218"	7.833" x 2.656"	1x3 or 3x1
1/8 Page	2.5" x 5.437"	5.167" x 2.656"	1x2 or 2x1
1/16 Page	2.5" x 2.656"		1x1

Web Ad Sizes & Rates



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California's future is in color.



Leaderboard
728px X 90px
ads not to scale



Top, Middle & Bottom Cube
300px X 250px

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Position	Size	Monthly Rate	File Types
Top Leaderboard	728px X 90px	\$1,900.00	.jpg, .gif, animated .gif or flash
Top Cube	300px X 250px	\$1,500.00	.jpg, .gif, animated .gif or flash
Our Weekly Newsletter		\$1,900.00	.jpg, .gif, animated .gif or flash

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Production Requirements

Advertising design: There is no charge for advertising design for use in our newspaper. Ads requiring excessive production work or substantial last-minute changes will be subject to a production charge.

Camera ready ads: We recommend documents in PDF format with fonts embedded or raw file(s) including document file, images and fonts, or TIFF's and JPEG's. True type fonts are NOT compatible with our press. Please make sure all fonts are postscript.

To ensure image clarity, the maximum ink density allowed is 240.

If submitting an ad in a native file format, we will only accept from the following software and please include the native file, all images and fonts used:

- QuarkXPress 4.11 or higher
- Adobe InDesign CS or higher
- Adobe Illustrator CS or higher
- Adobe Photoshop CS or higher

NOTE: We do not accept files created in MS Word, MS Excel, Adobe PageMaker, MS Publisher, or file formats in EPS or BMP.

Send file(s) to: ads@ourweekly.com and CC your account executive.

The subject heading of your email should include your account name, date running and size. For example: BOA - 8/6 - 1/2 Page

The file name should be your account name. For example: BOA.pdf, Lowes.tiff, etc.

Another ad delivery option is our FTP site:

FTP Address: [ftp.ourweekly.com](ftp://ftp.ourweekly.com)

User Name: advertisers

Password: ourweekly

Please notify your account executive if uploading ad copy via ftp.

Recommendations: To insure a quality print, files must be a minimum of 300dpi at 100%. They may go as high as 600dpi at 100%. Our newspaper are printed at 150 lpi. Please take into consideration that once on the press all images produce 20% darker.

Color files must be CMYK and black and white files in grayscale. No RGB, LAB, INDEX, etc. in any files.

Files received in the wrong color mode will be converted to the correct color mode. When such conversion occurs, some quality will be lost. It is in your best interest to submit correct files to ensure the highest of quality.

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Substance

Content Differentiation

- ▶ Arresting Cover Design
(Intrigues readers as to what will be on next cover)
- ▶ Cover Design drives higher in-store pick up rate
- ▶ 90% of content written by in-house staff writers or contractors- we are talking with people/newsmakers

- ▶ Professional Service Directory
- ▶ Classified
- ▶ Web tile and banner ads
- ▶ Facebook, Twitter
- ▶ Inserts

- ▶ Consistent weekly sections readers can rely on
- ▶ Sections include: Local News, History, Business, Art & Entertainment, Community, Across Black America and more
- ▶ Content is relevant, we don't shy away from controversial subjects
- ▶ Content is sophisticated, thought provoking, and written at a higher level than competing community papers
- ▶ Experienced Newsroom: 70+ years of combined editorial staff experience

Circulation Facts

- ▶ True Circulation-Weekly circulation is audited by Circulation Verification Council
- ▶ OurWeekly Los Angeles 50,000 weekly
OurWeekly Antelope Valley 10,000 weekly
Healthier Your magazine 15,000 quarterly
- ▶ Largest circulation audited Black paper in Southern California
- ▶ 300+ In store pick up locations
- ▶ 35,000 copies delivered directly to our readers homes weekly
- ▶ Highest in-store pick up rate in the market
(Less than 1% are left unread)
- ▶ Adjudicated for Carson
(The official paper for the city of Carson)

Competitive

- ▶ Lowest cost per million readers reached
- ▶ Out of pocket cost is lower than our competitors
(We are underpriced in comparison)
- ▶ Introductory New Customer Rate
(First time only advertisers)

Product Portfolio

- ▶ Retail, front of the book ads

Value Added Advantages

- ▶ Fully Archived Website-First Black paper to launch such
- ▶ Most experienced Newspaper Executives with over 125 years combines industry experience
- ▶ Most experienced Publisher and VP/General Manager in the market, 52+ years of combined industry experience
- ▶ Most visible and community involved Publisher
- ▶ Philanthropy: Serves or have served on the following boards: United Negro College Fund, Community Redevelopment Agency Information Technology (appointed by Mayor), National Association of Women Business Owners, National Newspaper Publishers Association, Crenshaw Chamber of Commerce, the Gas Company, CAC, and others
- ▶ Award Winning-has garnered more awards in last 8 years than any other paper in marketplace including: Best Business Award, Best Media and Rising Star Award and several others

Regular Core Group of well established companies which support OW and lends further credibility

- ▶ Bank of America, Hollywood Bowl, Hollywood Park, City of Inglewood, LAPD, LA County Sheriff, LA Urban League, Metro Transit Authority, American Heart Assoc., American Cancer Society, SEIU Locals, One United Bank, DWP, So. Cal. Edison, Wells Fargo, Union Bank, AT&T, Verizon, Chase, and other partnerships & collaborations
- ▶ Primary Print Sponsor for largest Black events: Pan African Film and African Marketplace

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Audience Profile

OurWeekly distributes to the wealthiest African American communities in the country, targeting the movers and shakers who influence buying decisions nationwide.



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- ▶ Black oriented newspaper readers are educated, wealthy consumers with significant discretionary income and plans to spend it
- ▶ Advertisers will miss reaching this key “Blockbuster” audience if they omit ad campaigns in Black Press Publications
- ▶ Black-press readers have an average household income of \$53,051. More than 60% of the readers are female, with 61% aged 25-54 and about half between 25 and 49. Nearly 60% are homeowners, and another 25% plan to buy a home in the next two years
- ▶ 70% of African American newspaper readers report they ate fast food at least once a week, and 30% say they dine out three or more times a week
- ▶ Black paper readers also have big plans for big purchases. Most families report owning two to four cars or more
- ▶ More than half plan to take an ocean cruise and more than a third stayed in hotels or motels 10 or more nights during the past 12 months
- ▶ Top three airlines used: Delta, American Airlines and Southwest
- ▶ Black press readers are invaluable influencers within the African American community and are significant for marketers who are trying to leverage advertising dollars, roll out new product launches, and build awareness campaigns to this burgeoning audience
- ▶ California has the 2nd highest number of African Americans and Los Angeles County has the highest number with 1.3 million

Source: Ethnic Media Print Group 2006

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Profile

Target audience for the past 12 months for Black/African American



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General Profile

Age

18 – 49	67.2%
50+	32.8%

Gender

Female	51.2%
Male	48.8%

Income

\$10,000 – \$29,999	24.9%
\$30,000 – \$49,999	30.4%
\$50,000 – \$250,000	44.7%

Marital Status

Single	33.3%
Married	49.1%
Other	17.6%

Education

Some College (1 – 3 yrs.)	32.3%
College Graduate	12.8%
Post Graduate Degree	8%

Employment

Employed Full-Time	48.7%
Employed Part-Time	18.2%

Automotive Profile

Vehicles per household

1 – 2 Cars	64%
------------	-----

New vehicles per household

1 – 2 Cars	45.3%
------------	-------

Used vehicles per household

1 – 2 Cars	43%
------------	-----

Leased vehicles per household

1 – 2 Cars	7%
------------	----

Any vehicles bought new, used or leased

Bought New	49.1%
Bought Used	57.2%
Leased	6.5%

Make of any vehicle owned or leased

Ford	25.9%
Toyota	20.7%
Honda	15.6%
Chevrolet	14.1%
Nissan	10.7%

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Award Winning

OurWeekly's Dedication and coverage of local, state, political, national news, community features, entertainment, education, business and our uncompromising cover stories have lead us to the path of excellence.

Over the past years, OurWeekly has been recognized with many accolades.



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**Black Business Association
Business of the Year**

**Greater L.A. African American
Chamber of Commerce
Media of the Year**

**National Association of Women
Business Owners
Rising Star**

**National Association for the
Advancement of Colored People
Ida B. Wells Medal of Courage**

**Carson Chamber of Commerce
The Messenger Award**

**The New Leaders
The Legacy Builder Award**

**Brookins AME
The Meritorious Achievement**

**McCoy Memorial
History Makers**

**Baptist Ministers Conference
Media Leadership**

**Community Financial Resource Center
Community Advocate**

**Sisters At the Well
We See You**

**Recycling Black Dollars
Distinguished Publishers**

**Community Coalition
Community Soldier Award**

**Black Women Lawyers
Literacy Award**

**Congresswoman Diane Watson
Influential Business Leader**

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