

Overview



2017

Los Angeles Media Kit

Serving the
COMMUNITY
SINCE 2005

OurWeekly distributes every Thursday reaching 200,000 readers weekly.

We are the largest distributing verified circulation paper in the Black communities of Southern California. Sixty percent of our readership reside in the most affluent cluster of Black communities in the country and get their paper delivered 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 the community wants to know about
- ▶ **Innovative:** Home of Across Black America, Addiction and Recovery, Teen Speak and Honor Roll
- ▶ **Original:** Design, style and format is fresh. 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 featured content includes: Lifestyle, Health and Wellness, Art, Culture and Entertainment, Food, Book Review, Events Calendar, OpEd, Government, Politics, Business and Professional, Education, Community, Real Estate and Classified and more.

PRINT

OurWeekly
Los Angeles

OurWeekly
Antelope Valley



WEB

ourweekly.com

healthieryoumag.com

westcoastexpo.biz

facebook.com/ourweekly

twitter.com/ourweeklynews

youtube.com/ourweekly

EVENTS



Calendar

On a weekly basis, OurWeekly endeavors to examine, investigate, educate, and induce change. We celebrate, commemorate and honor individuals making a difference.

OurWeekly Los Angeles publishes every Thursday.



January

OW Top Covers (5th),
Dr. Martin Luther King Jr. (12th)
Inauguration Day (19th)
Publish Dates: 5th, 12th, 19th and 26th

February

Black History Month,
Healthier You Magazine (26th),
Pan African Film Festival
Publish Dates: 2nd, 9th, 16th and 23rd

March

Women's History Month, Political,
Careers & Education
Publish Dates: 2nd, 9th, 16th, 23rd and 30th

April

Easter, Home Improvement,
Automotive Healthier You Magazine
(28th) *Publish Dates: 6th, 18th, 20th and 27th*

May

Mother's Day, Foster Care,
Careers & Education, Memorial Day,
Automotive, Travel, Political
Publish Dates: 4th, 11th, 18th and 25th

June

Black Music Month, Juneteenth,
Father's Day, Graduation, Fashion,
Healthier You Magazine (24th)
Publish Dates: 1st, 8th, 15th, 22nd and 29th

July

Independence Day
Publish Dates: 6th, 13th, 20th and 27th

August

Black Business Month
Careers & Education,
African Marketplace,
Healthier You Magazine (25th)
Publish Dates: 3rd, 10th, 17th, 24th and 31st

September

Labor Day,
Automotive, Fashion, 9/11
Publish Dates: 7th, 14th, 21st and 28th

October

Women's Small Business Month,
Healthier You Magazine (27th),
Cancer Awareness,
Domestic Violence
Publish Dates: 5th, 12th, 19th and 26th

November

Political,
Thanksgiving,
Holiday Shopping
Publish Dates: 2nd, 9th, 16th and 23th, 30th

December

National AIDS Day,
Healthier You Magazine (15th),
Christmas, Year in Review
Publish Dates: 7th, 14th, 21st, and 28th

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HEALTHIER
YOU
MAGAZINE

**CAREERS AND
EDUCATION**

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WEST COAST EXPO
Business | Technology | Green | Health Expo



Attention grabbing covers are always the topic of discussion every Thursday



News

Features, Local, State, National, Opinion, Politics, Across Black America



Community

Human Interest, Health & Wellness, Honor Roll, Addiction & Recovery



Art & Entertainment

Features, Calendar of Events, Book Feature, Food Feature

Business: New Business Profiles, Small Business Reviews, Finance, Mortgage

OurWeekly | 8732 S. Western Avenue, Los Angeles, CA 90047 | (323) 905-1300

Distribution

OurWeekly distributes to homes and retail shops across Los Angeles.

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**HEALTHIER
YOU**
MAGAZINE

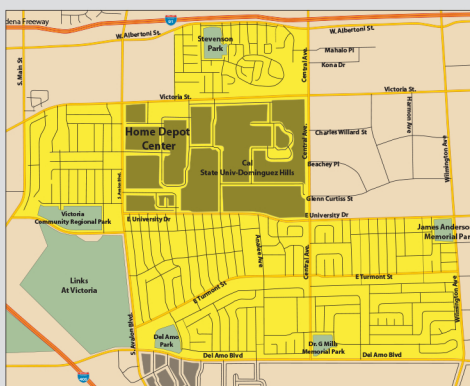
**CAREERS AND
EDUCATION**

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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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>

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 is printed at 150 lpi. Please take into consideration that once on the press all images become 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, quality will be lost. It is in your best interest to submit correct files to ensure the highest of quality.

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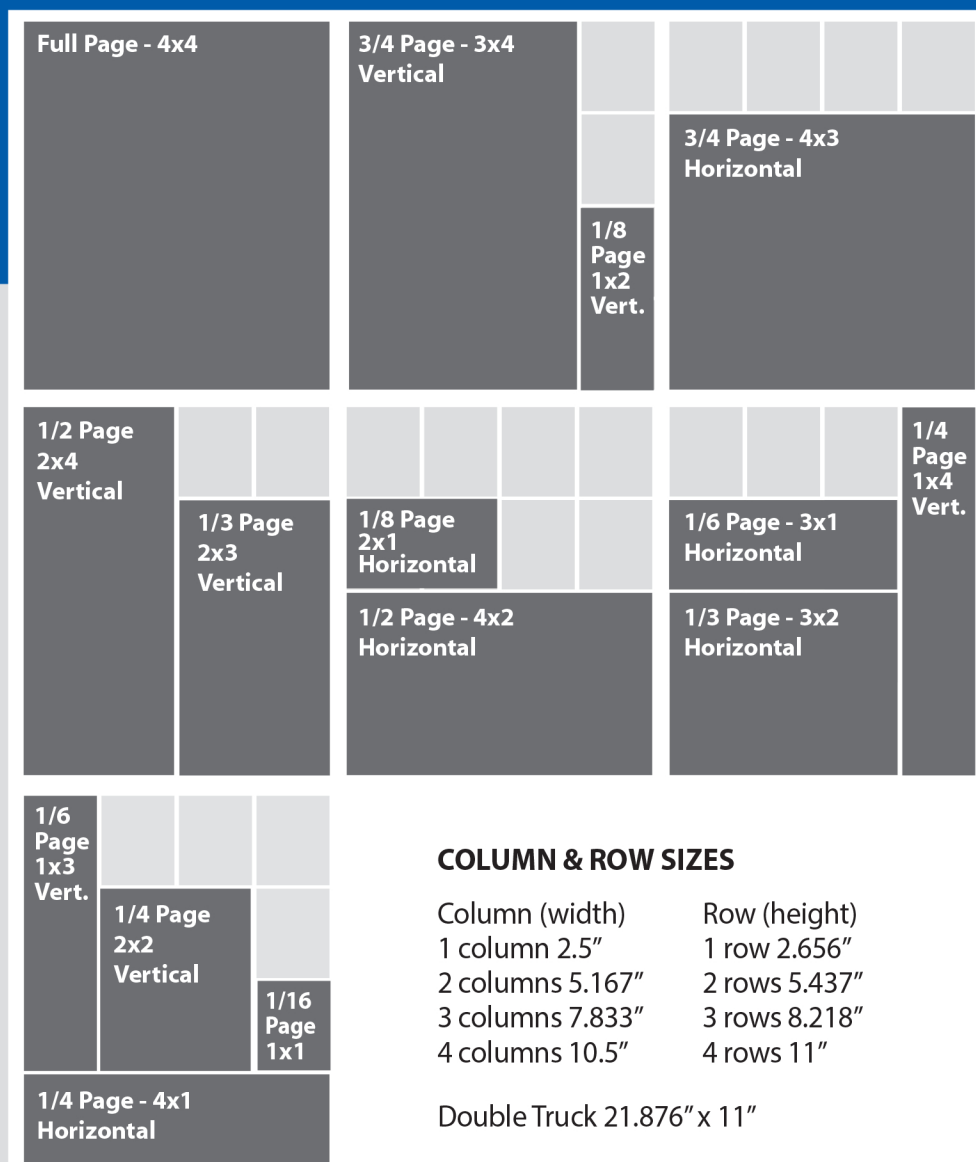
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Retail Ad Sizes



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

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Retail 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	\$4,508.48	\$3,538.30	\$3,024.11
3/4 Page	\$3,279.88	\$2,733.89	\$2,336.32
1/2 Page	\$2,252.86	\$1,876.49	\$1,604.82
1/3 Page	\$1,546.51	\$1,288.11	\$1,101.24
1/4 Page	\$1,195.33	\$995.24	\$850.78
1/6 Page	\$820.30	\$686.47	\$584.41
1/8 Page	\$633.44	\$528.76	\$451.89
1/16 Page	\$435.97	\$363.10	\$310.09

AD SIZES

13 WEEK TERM

26 WEEK TERM

52 WEEK TERM

Full Page	\$2,629.21	\$2,348.27	\$2,134.91
3/4 Page	\$2,031.53	\$1,814.21	\$1,648.56
1/2 Page	\$1,395.44	\$1,245.70	\$1,131.74
1/3 Page	\$958.12	\$854.77	\$777.90
1/4 Page	\$739.46	\$661.28	\$600.33
1/6 Page	\$507.55	\$453.22	\$412.14
1/8 Page	\$392.26	\$350.37	\$318.95
1/16 Page	\$270.35	\$241.19	\$219.65

Double Truck

Open Term

\$9,465.62

COLOR

Color is an additional charge.

Spot \$450

Four Color \$800