

# Overview



# 2020

## 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



### **WEB**

[ourweekly.com](http://ourweekly.com)

[facebook.com/ourweekly](https://facebook.com/ourweekly)

### **EVENTS**



# Content



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

# 2020

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## January

OW Top Covers,  
Dr. Martin Luther King Jr.

## February

Black History Month,  
Healthier You Magazine

## March

Women's History Month

## April

Easter, Home Improvement,  
Healthier You Magazine

## May

Mother's Day, Foster Care,  
Memorial Day

## June

Black Music Month, Juneteenth,  
Healthier You Magazine  
Restaurant section

## July

Independence Day

## August

Black Business Month  
Healthier You Magazine

## September

Labor Day,  
Fashion

## October

Women's Small Business Month,  
Healthier You Magazine,  
Cancer Awareness,  
Domestic Violence  
Political Guide

## November

Political,  
Thanksgiving,  
Holiday Shopping

## December

National AIDS Day,  
Healthier You Magazine, Christmas,  
Year in Review

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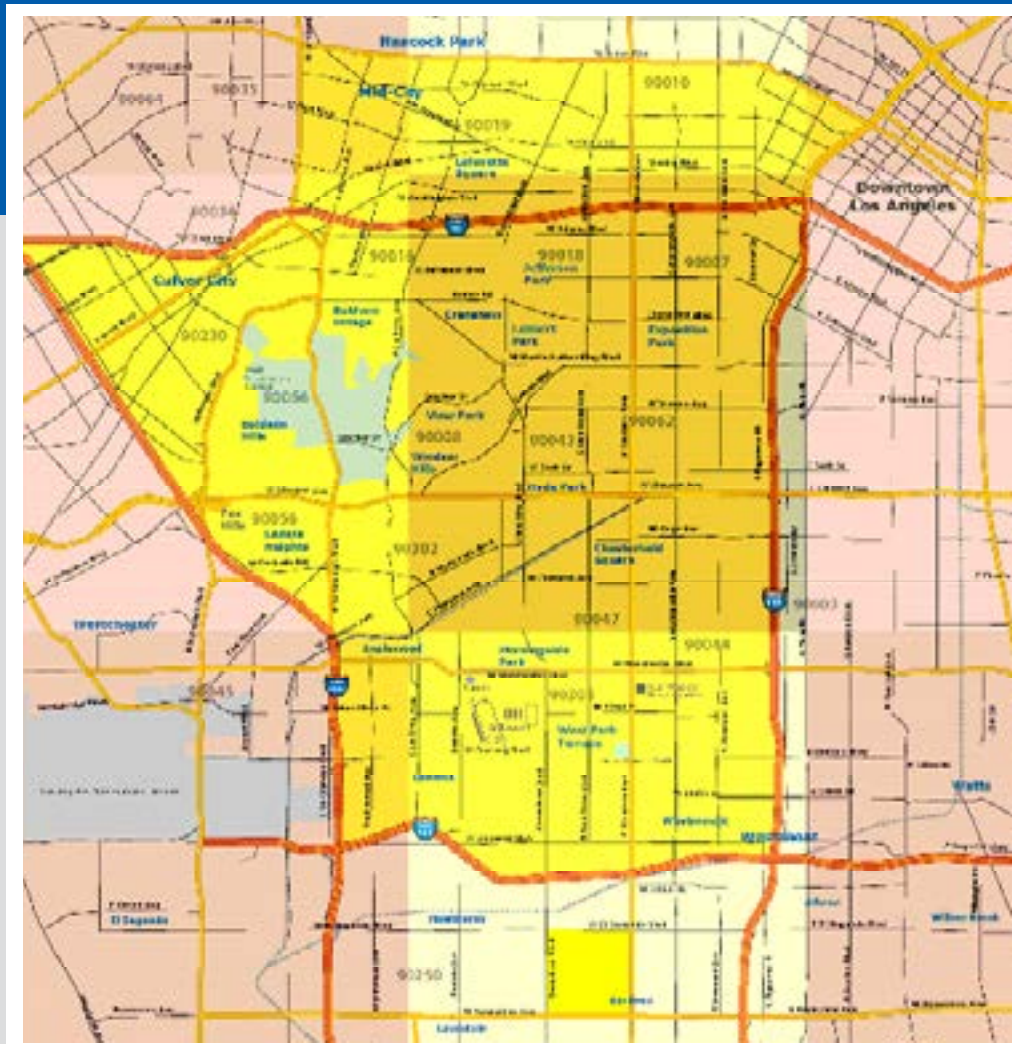
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# Distribution

OurWeekly distributes to homes and retail shops across Los Angeles.



## 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

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

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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**

### 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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Los Angeles

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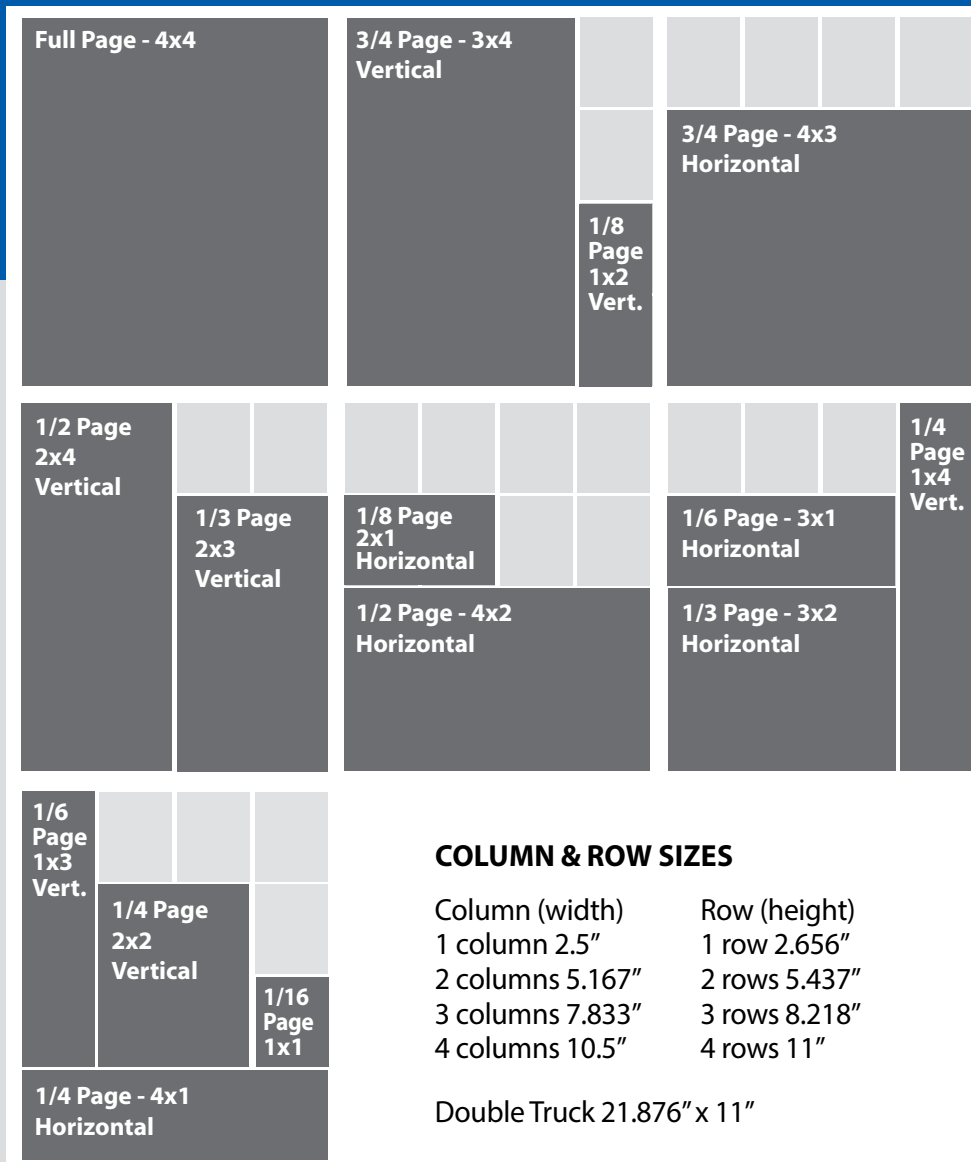
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# Retail Ad Sizes



## 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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# 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](mailto: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.

RRRecommendations: 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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# 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%
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### New vehicles per household

1 – 2 Cars	45.3%
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### Used vehicles per household

1 – 2 Cars	43%
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### Leased vehicles per household

1 – 2 Cars	7%
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### 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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