
LOS ANGELES BUSINESS JOURNAL

GET AHEAD ▶▶

SAN FERNANDO VALLEY
BUSINESS JOURNAL

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GET AHEAD ▶▶

SAN FERNANDO VALLEY
BUSINESS JOURNAL

MOST INFLUENTIAL AUDIENCE IN LOS ANGELES
AFFLUENT, POWERFUL READERS
SMART MARKETING

Los Angeles business has a pulse of its own. Fast-paced, dynamic, aggressive and diverse. No media source keeps their finger on the pulse of the region's business better than the **Los Angeles** and **San Fernando Valley Business Journals**. Each week more than 76,000 CEOs, executives, senior managers, and other influential decision-makers rely on the award-winning Business Journals for the business news they need most. This loyal readership translates into a powerful group of potential clients and customers for your business.

When you market your company with the Business Journals, you put your organization's name, image and message directly in front of the most influential business professionals in the region. Through print and digital advertising, along with event sponsorships, we put your company at the forefront of our readers' minds and position it as an industry leader.

Get ahead with the Los Angeles Business Journal and San Fernando Valley Business Journal.

LOS ANGELES MARKET

Los Angeles is the third largest metropolitan economy in the world, and continues to be an incubator of new ideas. The Los Angeles economy is exceptionally diversified, with established industries ranging from Aerospace, Healthcare, Manufacturing, Entertainment and Fashion, to Biomedical services, Consumer products, and Tourism.

FACTS ABOUT LOS ANGELES:

- Los Angeles ranks as the second largest city in the nation
- Los Angeles County comprises 88 vibrant and diverse cities, and many more smaller communities
- Los Angeles County has the 19th Largest economy in the world
- Los Angeles County has a larger GDP than the countries of Belgium, Saudi Arabia, Norway and Taiwan
- Los Angeles International Airport is the sixth busiest airport in the world and third busiest in the United States, based on number of passengers
- Los Angeles is the #1 import/export port in the United States
- Los Angeles County is the largest manufacturing center in the U.S., with more manufacturing jobs than the state of Michigan
- Los Angeles is a world leader in aerospace, clean technology, entertainment, fashion, healthcare and tourism
- The County of Los Angeles alone would be the ninth most populated state, behind Michigan, with 9.9 million, and ahead of Georgia, with 9.8 million people

LOS ANGELES IS THE WORLD'S CENTER OF INNOVATION

SAN FERNANDO VALLEY MARKET

The greater San Fernando Valley, makes up the northern region of Los Angeles County. The San Fernando Valley is comprised of 27 named cities and communities, including the powerhouse cities of: Los Angeles, Burbank, and Glendale.

FACTS ABOUT THE SAN FERNANDO VALLEY:

- Home to more than 75,000 businesses
- Over 1.8 million residents
- Employs over 700,000 private sector employees
- Largest number of Aerospace firms in the U.S.
- Third largest number of entertainment firms in the U.S.
- Fifth largest number of manufacturing firms in the U.S.
- Sixth largest number of finance, insurance and real estate firms
- Includes the most well-known entertainment companies; including motion picture and television production companies such as: The Walt Disney Company, (and its ABC Television Network), CBS Studio Center, NBCUniversal, DreamWorks Animation SKG Inc., Warner Bros., and Universal Studios
- The Valley is known for advances in aerospace technology and nuclear research with companies such as: Lockheed, Rocketdyne, Atomics International and Litton Industries
- The Valley is the headquarters for Amgen, Cherokee, Health, Dole Food Company, Public Storage, Teledyne Technologies, ValueClick, K-Swiss, and Cheesecake Factory

THE GREATER SAN FERNANDO VALLEY IS ONE OF THE NATION'S TOP RETAIL MARKETS AND IS HOME TO SMALL BUSINESSES, FAMILY-OWNED BUSINESSES, AS WELL AS L.A.'S MOST PROFITABLE PUBLIC COMPANIES.

SUBSCRIBER PROFILES AND EXECUTIVE AUTHORITY

The Los Angeles business community is turning to us, now more than ever, to serve as their filter to understand what the news means and why it matters to their businesses. The Los Angeles and San Fernando Valley Business Journals provide insightful, purposeful news with an intelligent perspective to help executives understand what is happening now and what is coming around the corner. We shape the industry conversation and set the agenda, defining what is important for our executives each issue.

ENGAGEMENT

	LABJ:	SFVBJ:
Subscriber Renewal Rate	70%	89%
Average time spent reading each issue	49 minutes	46 minutes

LOCAL EXECUTIVES WANT LOCAL NEWS

OUR READERS VALUE LOCAL CONTENT ON LOCAL BUSINESS ISSUES. PERCENTAGE OF BUSINESS JOURNAL SUBSCRIBERS THAT ALSO SUBSCRIBE TO THE FOLLOWING NATIONAL PUBLICATIONS**:

Entrepreneur	5%
Inc.	7%
Fast Company	8%
Forbes	11%
New York Times	13%
Fortune	14%
The Wall Street Journal	24%



LOS ANGELES BUSINESS JOURNAL
Circulation: 22,000
Population 6.3 Million*

SAN FERNANDO VALLEY BUSINESS JOURNAL
Circulation: 6,250
Population: 1.8 Million*

READERSHIP
76,000** Combined readers per issue

READERSHIP DEMOGRAPHICS

Top Management
LA: 82% SFV: 81%

Average Age
LA: 49 SFV: 52

Average Household Income
LA: \$275,000 SFV: \$234,000

Household Net Worth
LA: \$2.1M SFV: \$1.7M

Average Investment Portfolio
LA: \$1.4M SFV: \$1.0M

LOCAL WORKFORCE

Local Employees: 1,000+
LA: 11% SFV: 8%

Local Employees: 100-999
LA: 25% SFV: 21%

Local Employees 1-99
LA: 64% SFV: 71%

ANNUAL GROSS COMPANY REVENUE

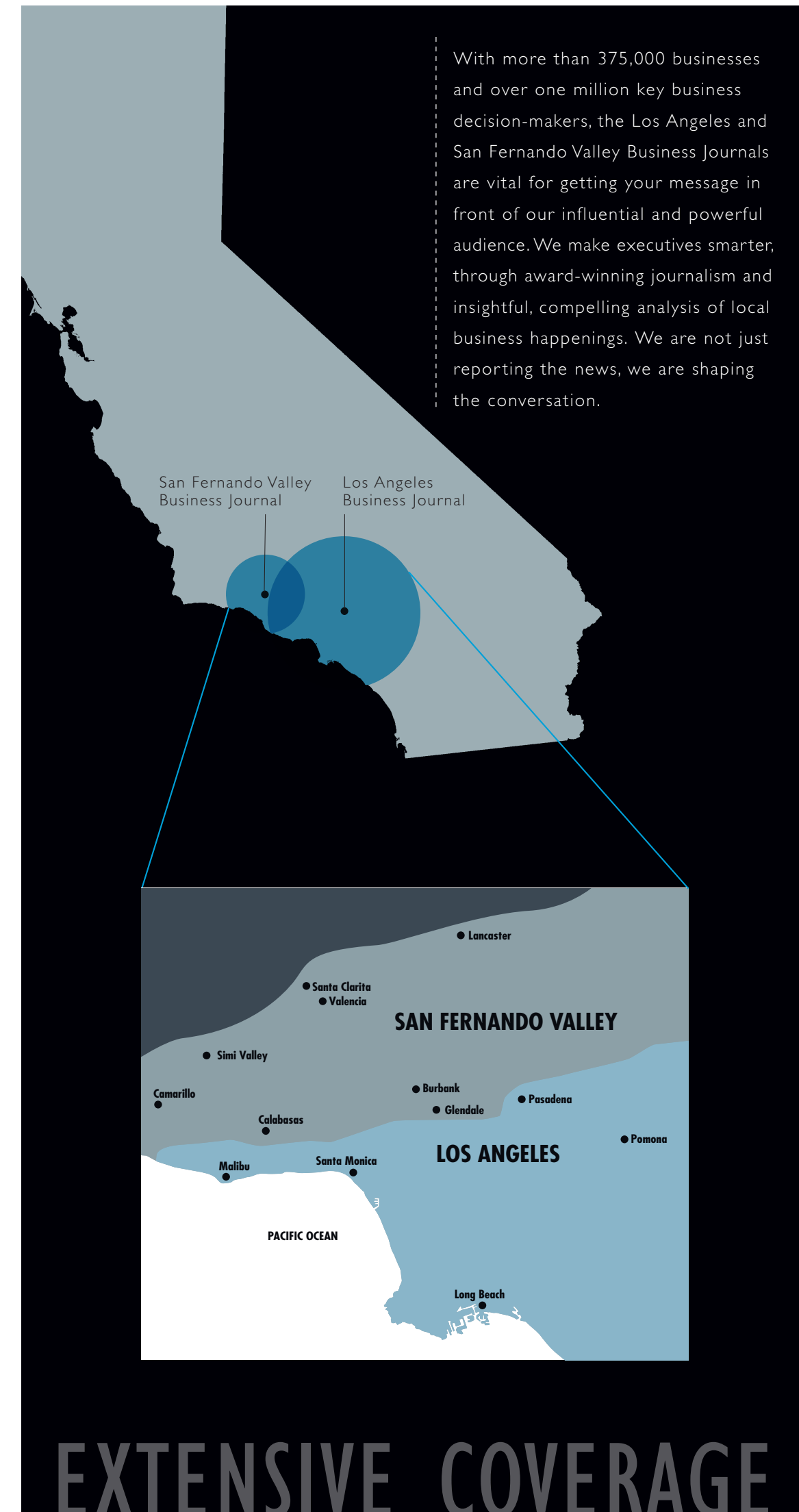
\$100M+
LA: 19% SFV: 15%

\$10M - \$99M
LA: 27% SFV: 23%

Under \$10M
LA: 54% SFV: 62%

*County of Los Angeles, 2011 US Census Bureau
**Readex Research Subscriber Study October 2011

With more than 375,000 businesses and over one million key business decision-makers, the Los Angeles and San Fernando Valley Business Journals are vital for getting your message in front of our influential and powerful audience. We make executives smarter, through award-winning journalism and insightful, compelling analysis of local business happenings. We are not just reporting the news, we are shaping the conversation.



EXTENSIVE COVERAGE

DISPLAY ADVERTISING SPECIFICATIONS

DISPLAY ADVERTISEMENT DIMENSIONS

- All ads must be in PDF format. PDFs must be high resolution (PDF 1a preferred).
- Ad resolution is 300 DPI.
- Color formatting for advertisements is CMYK.
- Materials are due 10 days prior to publication date.
- FTP Instructions: ftp.cbjonline.com
 - From FILE menu, go to **Log In As**
 - In the log in window, type user name: **labjclient**
 - Password: **Upload469** (case sensitive)
 - Then click **Log On**
 - You will be on the site, and can click and drag files into and out of the site as needed.

NOTE These are PC instructions. Mac users must use Fetch software, which should be provided on all current Macs. The user name and password will work.

The Los Angeles Business Journal and San Fernando Valley Business Journal are printed on Off-Set Heat Set Web Press. Our paper stock is 80 bright, 45 lbs glossy stock.

SIZE	WIDTH	HEIGHT
Full Page	10"	13-1/2"
3/4 (hor)	10"	10"
3/4 (ver)	7-1/2"	13-1/2"
Island	7-1/2"	10"
1/2 (hor)	10"	6-1/2"
1/2 (ver)	4-3/4"	13-1/2"
3/8	4-3/4"	10"
1/4 (sq)	4-3/4"	6-1/2"
1/4 (ver)	2-1/4"	13-1/2"
Banner	8-1/2"	1"
Spread (through gutter)	21"	13.5"
Half Page Spread	21"	6.5"
Front Cover Wrap	10"	12.5"
Back Cover Wrap	10"	13.5"

2013 DISPLAY ADVERTISING RATES

LOS ANGELES BUSINESS JOURNAL, WEEKLY MONDAY PUBLICATION

Net 4-Color Rates – Effective January 2013

SIZE	OPEN	6x	13x	17x	26x	39x	52x	65x	78x
4-Page Cover Wrap	30,515	29,030	27,540	26,055	23,080	22,780	20,105	18,615	16,675
2-Page Cover Wrap	25,395	24,160	22,930	21,700	19,235	18,900	16,775	15,545	13,900
Spread	25,395	24,160	22,930	21,700	19,235	18,900	16,775	15,545	13,900
1/2 Page Spread	16,505	15,715	14,925	14,145	12,560	12,400	10,995	10,210	9,075
Full Page	14,835	14,155	13,450	12,730	11,325	11,130	9,925	9,205	8,185
3/4 Page	13,175	12,495	11,690	11,285	10,030	9,880	8,820	8,180	7,245
Island	11,775	11,240	10,670	10,095	8,990	8,820	7,905	7,355	6,495
1/2 Page	9,760	9,330	8,860	8,435	7,525	7,395	6,630	6,185	5,435
3/8 Page (V)	7,940	7,585	7,220	6,865	6,145	6,075	5,430	5,070	4,440
1/4 Page	6,110	5,850	5,585	5,315	4,780	4,695	4,230	3,975	3,455
Banner	7,395	7,085	6,735	6,395	5,715	5,630	5,060	4,740	4,130

TWO PAGE COVER WRAP

FRONT COVER
Includes masthead
Live space:
10" wide x 12.5" high
To accommodate our mailing label, please leave the lower right hand corner free of copy. The label is approximately 1.25" wide x 3.5" high.

INSIDE FRONT COVER
Live space:
10" wide x 13.5" high

3/4 (ver)
7-1/2" x 13-1/2"

3/4 (hor)
10" x 10"

1/2 (hor)
10" x 6-1/2"

ISLAND
7-1/2" x 10"

3/8 (ver)
4-3/4" x 10"

1/4
4 3/4" x 6 1/2"

1/2 (ver)
4-3/4" x 13-1/2"

TWO PAGE SPREAD
21" x 13-1/2"

FULL PAGE
10" x 13-1/2"

BANNER
8-5/8" x 1"

SAN FERNANDO VALLEY BUSINESS JOURNAL, BI-WEEKLY MONDAY PUBLICATION

Net 4-Color Rates – Effective January 2013

SIZE	OPEN	6x	13x	17x	26x
4-Page Cover Wrap	10,500	8,400	7,350	6,825	6,300
2-Page Cover Wrap	7,725	6,200	5,400	5,025	4,625
Spread	6,700	5,350	4,700	4,350	4,025
1/2 Page Spread	4,150	3,325	2,900	2,700	2,475
Full Page	4,150	3,325	2,900	2,700	2,475
3/4 Page	3,275	2,625	2,300	2,125	1,950
Island	3,000	2,400	2,100	1,950	1,800
1/2 Page	2,750	2,200	1,925	1,800	1,650
3/8 Page (V)	1,750	1,400	1,225	1,150	1,050
1/4 Page	1,300	1,050	900	850	775
Banner	2,250	1,800	1,575	1,450	1,350

SPECIAL EVENTS & NETWORKING

Business-to-business growth relies on networking within the professional community. The **Los Angeles and San Fernando Valley Business Journals** deliver relevant interaction with Special Events and Award Receptions targeted to the movers and shakers in our market, throughout the year. Our event and sponsorship package levels allow your company to be actively or passively involved—from simple company nominations to ownership with an on-stage presence.

The Los Angeles and San Fernando Valley Business Journals combined, have over 6,400 event attendees annually.



2013 LABJ EVENT SCHEDULE

- January
LATINO BUSINESS AWARDS

- February
COMMERCIAL REAL ESTATE AWARDS

- March
BUSINESS HALL OF FAME
BUSINESS PERSON OF THE YEAR

- April
HEALTHCARE LEADERSHIP AWARDS

- May
WOMEN MAKING A DIFFERENCE AWARDS

- June
NONPROFIT & CORPORATE CITIZENSHIP AWARDS

- July
CIO/CTO AWARDS
ASIAN BUSINESS AWARDS

- August
BEST PLACES TO WORK

- September
CFO OF THE YEAR AWARDS

- October
CORPORATE COUNSEL AWARDS

- November
PATRICK SOON-SHIONG INNOVATION AWARDS
FASTEST GROWING PRIVATE COMPANIES

- January
2014 BOOK OF LISTS RECEPTION

PRESENTING SPONSORSHIPS

- Top billing as Presenting Sponsor
 - Industry exclusivity (at presenting level only)
 - Speaking/Presenting role
 - Company logo on all promotional materials including pre-event ads, event signage and event programs
 - Signage at event
 - 20 guests at event
 - Collateral in attendee take-away bag and/or collateral table (depends on event and venue)
 - Full Page, 4-Color advertisement in event report/supplement
 - List of attendees
- \$20,000 net \$30,000 net-Cover Wrap Option, 2 available

PLATINUM SPONSORSHIPS

- Billing as Platinum Sponsor
 - Company logo on all promotional materials including pre-event ads, event signage and event programs
 - Signage at event
 - 15 guests at event
 - Collateral in attendee take-away bag and/or collateral table (if available)
 - Full Page, 4-Color advertisement in event report/supplement
- \$12,500 net

GOLD SPONSORSHIPS

Cost varies by ad size, see below

- Billing as Gold Sponsor
 - Company Name (not logo) on promotional materials including pre-event ads, event signage and event programs
 - 10 guests at event
 - Collateral in take-away bag
 - Black & white advertisement in event report/supplement
- \$8,500 net Full Page
 \$6,500 net Half Page
 \$5,000 net ¼ Page
 Add 4-color to any gold sponsorship for \$900.

2013 SFVBJ EVENT SCHEDULE

- February
COMMERCIAL REAL ESTATE AWARDS

- April
WOMEN IN BUSINESS AWARDS

- June
CFO OF THE YEAR AWARDS

- August
TRUSTED ADVISOR AWARDS

- October
CAL CPA/SFVBA RECEPTION
BEST PLACES TO WORK AWARDS

- December
CORPORATE COUNSEL AWARDS

PRESENTING SPONSORSHIPS

- Top billing as Presenting Sponsor
 - Speaking/Presenting role
 - Company logo on all promotional materials including pre-event ads, event signage and event programs
 - Signage at event
 - 20 guests at event
 - Collateral in attendee take-away bag and/or collateral table (depends on event and venue)
 - Full Page, 4-Color advertisement in event report/supplement
 - List of attendees
- \$8,000 net \$12,000 net-Cover Wrap Option, 2 available

PLATINUM SPONSORSHIPS

- Billing as Platinum Sponsor
 - Company logo on all promotional materials including pre-event ads, event signage and event programs
 - Signage at event
 - 15 guests at event
 - Collateral in attendee take-away bag and/or collateral table (if available)
 - Full Page, 4-Color advertisement in event report/supplement
- \$4,500 net

GOLD SPONSORSHIPS

Cost varies by ad size, see below

- Billing as Gold Sponsor
 - Company Name (not logo) on promotional materials including pre-event ads, event signage and event programs
 - 10 guests at event
 - Collateral in take-away bag
 - Black & white advertisement in event report/supplement
- \$3,750 net Full Page
 \$2,500 net Half Page
 \$1,750 net ¼ Page
 Add 4-color to any gold sponsorship for \$900.

DIGITAL EDITION, WEBSITE AND DAILY ENEWS

For more than 35 years combined, our local business websites have been essential online tools for daily business news, information and statistics, providing late-breaking headlines, special features, blogs, lists, archives and weekly issue content. Since May 2011, the digital edition has been available to paid print subscribers and provides links to navigate through pages and articles with ease. Ads placed on the website have the opportunity to be seen by any visitor and subscribers accessing their print/digital edition.

We offer news and analysis on www.labusinessjournal.com and www.sfvbj.com and the opportunity to place ads on the site or on our daily email newsletters. We deliver a qualified local business audience of well-educated, established professionals.



FACTS ABOUT LABUSINESSJOURNAL.COM AND SFVBJ.COM:

- We are the only Los Angeles Business websites that are affiliated and owned by LOCAL Los Angeles Regional Business print publications.
- Our traffic is LOCAL—coming from a Los Angeles demographic - it has local eyes!
- Our websites have loyal Los Angeles Executive Readership that navigate to our site through the Los Angeles and San Fernando Valley Business Journal publications.

RUN OF SITE ADVERTISING:

AD UNIT	DIMENSIONS	GROSS COST
Top Banner	728 x 90	\$65 CPM
Island	300 x 250	\$55 CPM
Bottom Banner	728 x 90	\$45 CPM

Inventory subject to availability. Acceptable formats include gif, jpg and flash banners.

No banner should be more than 60K in size. Ads must be accompanied by a URL address.

LOS ANGELES BUSINESS JOURNAL TWICE DAILY DIGITAL NEWS SPONSORSHIPS: (SOLD WEEKLY, MONDAY-FRIDAY)

The Business Journal sends out emails with news stories, breaking news and analysis twice a day (AM and PM) to more than 19,500 digital newsletter subscribers for each alert 38,000 per day.

GROSS RATES PER DAY:

AD POSITION	OPEN	4 X	8X	13X	17X	26X	39X	52X
A & B	\$1500	\$1350	\$1200	\$1125	\$1050	\$975	\$900	\$750
C	\$1250	\$1150	\$1100	\$1000	\$950	\$850	\$700	\$600
D	\$1050	\$950	\$825	\$700	\$600	\$550	\$500	\$450



SAN FERNANDO VALLEY BUSINESS JOURNAL DAILY DIGITAL NEWS SPONSORSHIPS: (SOLD WEEKLY, MONDAY-FRIDAY)

The Business Journal sends out emails with news stories, breaking news and analysis to more than 9,000 digital newsletter subscribers.

GROSS RATES PER DAY:

AD POSITION	OPEN	4 X	8X	13X	17X	26X	39X	52X
A & B	\$750	\$675	\$600	\$565	\$525	\$490	\$450	\$375
C	\$625	\$575	\$550	\$500	\$475	\$425	\$350	\$300
D	\$525	\$475	\$415	\$350	\$300	\$275	\$250	\$225





DIGITAL SPECIFICATIONS Accepted Creative Types

FILE SIZES

DAILY DIGITAL NEWS UPDATES:

Button: 120 x 60 (up to 250 x 90)

Top Banner: 728 x 90

Island: 300 x 250

ROS:

Island: 300 x 250

Top Banner: 728 x 90

Bottom Banner: 728 x 90

Maximum Recommended File Size: 100k

AD FORMAT/CREATIVE TYPES:

- No deceptive creative tactics. These include ads simulating computer system warning dialog boxes that lead the viewer to believe their computer, our server or the system is experiencing technical difficulties or that they need to click on the box (ad) to eliminate the message from their screen.
- If third party served, Flash creative must sniff for the plug-in, and if not present, serve a gif. Back-up gifs must always be provided.
- Ads must not modify any elements of a user's browser or computer settings.
- Ads must not resemble the Los Angeles Market Business Journals' editorial content (exact or close replica). Ads must not include references to the Los Angeles or San Fernando Valley Business Journal unless part of previously arranged co-promotion.

GENERAL GUIDELINES

BORDER:

If ads are on a white background, they must include black, encasing one pixel rule.

ALTERNATE GIF:

Animated GIFs must be provided for all Flash creatives.

THIRD PARTY SERVING:

The Business Journals allow third party serving of creative within IFrametags. 4th party serving of creative is not allowed.

TESTING:

Creative must be delivered 5 days prior to launch for testing and Q&A. All creative must function uniformly on both Mac and PC platforms, as well as multiple browser versions of Netscape and Internet Explorer. Any units not conforming to all outlined specifications will not be placed online and will result in delayed start dates.

STANDARD CREATIVE:

GIF, JPEG, PNG, Flash, Dynamic HTML, HTML Banners, Image map, Java Script (Flash-based creative not available for e-News update)

RICH MEDIA:

DFA, Atlas, Bluestreak, Eyeblaster, Point Roll

RICH MEDIA SPECS:

We support rich media advertising (see above for approved rich media). All rich media must be tested and approved before posting. We reserve the right to refuse any rich media that does not meet our standards or function properly. We are not responsible for fixing any coding problems with faulty ads. We require a minimum of 5 business days to production test rich media.

LOS ANGELES BUSINESS JOURNAL

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SAN FERNANDO VALLEY BUSINESS JOURNAL