

MEDIA KIT



Reach the Prime Pacific Palisades market and surrounding areas with the **Palisadian-Post** & **90272 Magazine**.

SELECT AN OPTION OR SCROLL DOWN ▼



PALISADIAN-POST
881 ALMA REAL DRIVE, SUITE 213
PACIFIC PALISADES, CA 90272
WWW.PALIPOST.COM

READERSHIP & DEMOGRAPHICS

SUBSCRIPTION, CIRCULATION & DISTRIBUTION

The *Palisadian-Post* is the only weekly newspaper that assures complete saturation of the HIGH income households in Pacific Palisades, Santa Monica Canyon and adjoining areas. Newspapers are delivered weekly by the U.S. Postal Service to every household along with distribution in news racks placed near high-traffic areas such as restaurants, businesses and markets in the Palisades.

ONE-YEAR SUBSCRIPTION \$79.00

TWO-YEAR SUBSCRIPTION \$135.00

CIRCULATION 5,500+/Weekly

AVERAGE ISSUE READERSHIP 20,000+

ONLINE

FACEBOOK: 5,631 +/Weekly

INSTAGRAM: 3,541+/Weekly

TWITTER: 1,821/Weekly

BREAKING NEWS: 6,090+Subscribers

DEMOGRAPHICS

HOMES

9,817 Homes
78.5% Property Owners
21.5% Renters

Median Home Value: \$4,837,500

RESIDENTS

Male (47.6%) 11,799
Female (52.14%) 12,852

Total Population: 24,651

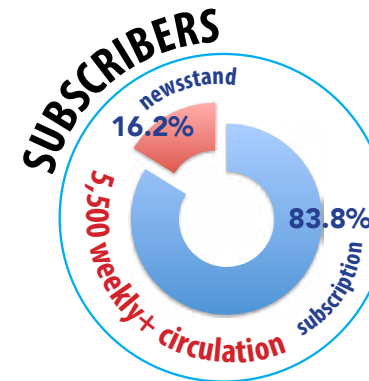
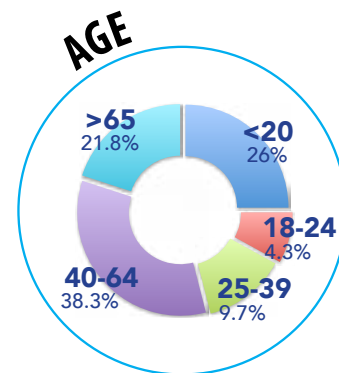
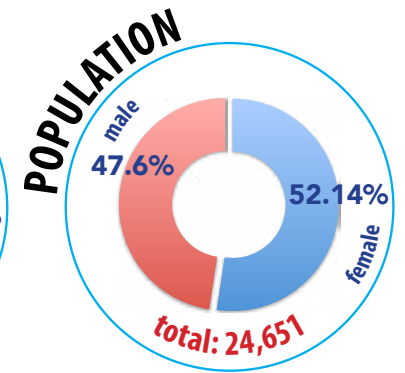
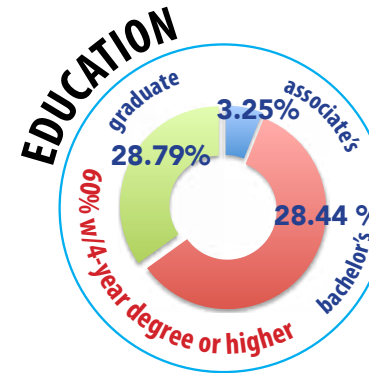
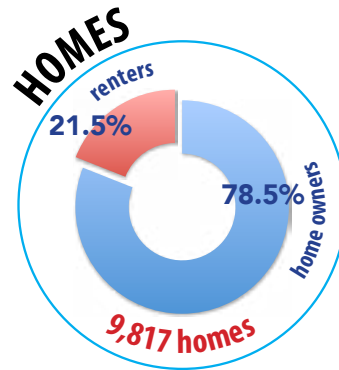
FAMILIES

52% Small families (higher concentration of younger couples)
23.6% Medium sized families
1.4% Large Families

INCOME

Median Income \$160,570
People below Poverty Level 1,097
People above Poverty Level 23,338

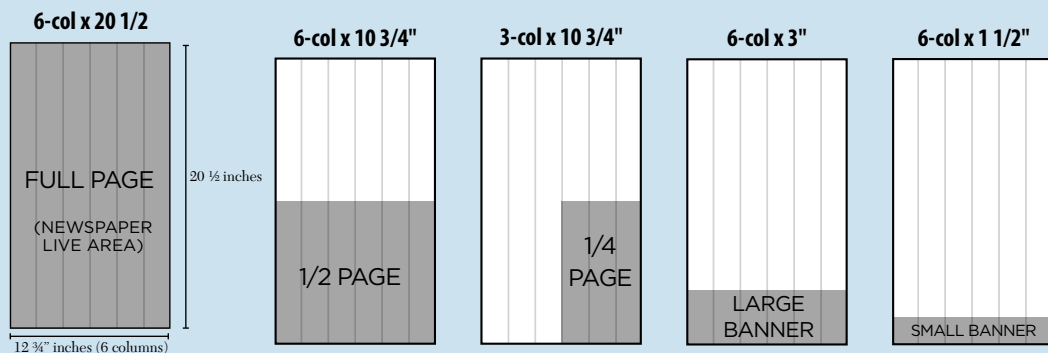
Average Income: \$290,961



50%
penetration

+ 1,000 homes in Santa Monica Canyon and Sunset Mesa

Advertising is published in a six-column broadsheet format. Newspaper Printed Page Live Area is 12 3/4" wide (6 columns) x 20 1/2" deep (see full page ad size). Ad size is represented by shaded area.



OPEN RATE **Non-Contract** \$35.00 per column inch (minimum of 2 column inches). All rates are net and guaranteed position is an additional 15% of the cost of the ad with a 10" minimum. The color charge for advertising will be calculated as 15% of the cost of the ad (with a minimum up-charge of \$15).

LONG-TERM ADVERTISING RATES

SIZE	DIMENSIONS (inches/w=width x h=height)	52 WEEKS	26 WEEKS	13 WEEKS
FULL PAGE	12.75" w x 20.5" h (6-col x 20 1/2")	\$2,322.00	\$2,509.00	\$2,819.00
HALF PAGE	12.75" w x 10.75" h (6-col x 10 3/4")	\$1,336.00	\$1,443.00	\$1,621.00
QUARTER PAGE	6.25" w x 10.75" h (3-col x 10 3/4")	\$735.00	\$794.00	\$892.00
LARGE BANNER	12.75" w x 3.5" h (6col x 3 1/2")	\$425.00	\$450.00	\$475.00
SMALL BANNER	12.75" w x 1.5" h (6col x 1 1/2")	\$245.00	\$259.00	\$274.00

BULK SPACE CONTRACTS

FROM	WITHIN 12 MONTHS
1,000" MINIMUM	\$20.55 PER COLUMN INCH
500" MINIMUM	\$21.75 PER COLUMN INCH
200" MINIMUM	\$23.50 PER COLUMN INCH
100" MINIMUM	\$25.55 PER COLUMN INCH
50" MINIMUM	\$27.55 PER COLUMN INCH

BUSINESS CARD CONTRACTS

BUSINESS CARD AD (2-COLUMN X 2" = 4"w x 2" h) WITH NO COPY CHANGE	
52 WEEKLY INSERTIONS	\$64.00 PER WEEK
26 WEEKLY INSERTIONS	\$78.00 PER WEEK
13 WEEKS	\$86.00 PER WEEK

AGENCY HANDLED ADVERTISING

Display rate of \$28.05 per column inch NET. Additional color, supplement or preprints are NET.

PAGE 3 BANNER ADVERTISEMENT

We offer a super premium and highly visible banner advertisement at the bottom of page 3. This exclusive placement is the only advertisement on pages 2 and 3 of the newspaper, is in full color and available on a first-come basis. Please call one of our community outreach representatives for pricing information.

AD DEADLINES

The *Palisadian-Post* is published and distributed every Thursday. Deadlines for Display Ad Copy and Proof Ad Copy are **Wednesday at 12 noon** the week preceding publication (8 days prior to publication). Final proof return is **Friday at 12 noon** the week preceding publication (6 days prior to publication). Advertisers without an approved credit application must provide full payment in advance. Credit cards are subject to a 2.5% surcharge. Cancellation must be received by 9 a.m. on the Friday prior to the publication date or charges will be incurred. Advertising ordered, typeset and cancelled before publication will be charged \$75 per hour for composition. Proof alterations which represent substantial changes from original layout will be charged \$75 per hour. The *Palisadian-Post* is liable for errors only when it fails to correct errors plainly marked by the advertiser on a proof returned by the deadline of Friday at 12 noon the week preceding publication (6 days prior to publication). In this rare occurrence, client is entitled to another run of the advertisement for no additional charge. There are no refunds. Display advertising set to resemble reading matter will be labeled "advertisement." The *Palisadian-Post* reserves the right to reject any form of advertising and amend all rates, including contracts with notice in writing.

COLOR ADVERTISING & PLACEMENT

No positioning is guaranteed. Guaranteed position is an additional 15% of the cost of the ad with a 10" ad minimum and will be calculated on the total price of the ad (inclusive of any color charge). The color charge for advertising will be calculated as 15% of the cost of the ad (with a minimum up-charge of \$15). Any advertisement that costs less than \$100 will be required to pay the \$15 minimum up-charge.

POLITICAL ADVERTISING REQUIREMENTS

Political advertisers run at open rate. Federal, State, and City regulations apply. Advertising placed by a committee must contain the names of two committee officers, the sponsoring committee, the names of the chairman and treasurer. Political advertisers must include "paid for by (name)." Certification of candidate is required for all congressional and presidential candidates. The words "paid political advertisement" will appear at the top of each ad if sponsors are listed for candidates or initiatives, the advertiser must sign an indemnification agreement.

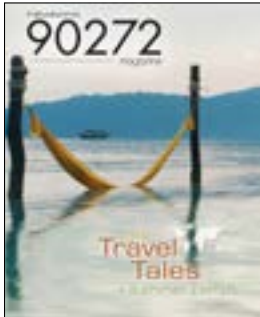
PRINT READY AD SUBMISSION

Printing	Web offset on 27.7# virgin fiber newsprint.
Digital Artwork & Ads	High resolution .pdf, .jpg, .psd, .tiff or .eps files (preferred). Must have a resolution of at least 300 dpi. PROGRAMS: InDesign CS6, Adobe Photoshop CS6, Microsoft Word 6, Illustrator CS6). We do not accept Publisher or PowerPoint files.
Photo/Art/Logos	Files must be saved as a .jpg, .tiff, .pdf, .psd or .eps (preferred) file. Any digital photos submitted must have a resolution of 300 dpi. (The <i>Palisadian-Post</i> can not guarantee quality reproduction of photos with lower resolution). Please include all fonts, both printer and screen, with all files. Files should be created using CMYK or RGB color mode. Email ad files to your advertising representative and/or graphics@palipost.com .

90272 MAGAZINE ADVERTISING RATES & REQUIREMENTS

Tel: 310.454.1321
 Fax: 310.454.1078
 Email: Advertise@PaliPost.com
WWW.PALIPOST.COM

90272 Magazine is our glossy magazine inserted in the *Palisadian-Post* at certain times of the year plus distributed around town to our local partners. Ask a community outreach representative for more details.



MARCH
 Travel Tales & Summer Camps



JUNE/JULY
 Guide to Fourth of July



AUGUST
 Back to School



SEPT/OCT
 Home & Gardens



NOV/DEC
 Holidays in the Palisades



YEARLY
 Best of Pacific Palisades

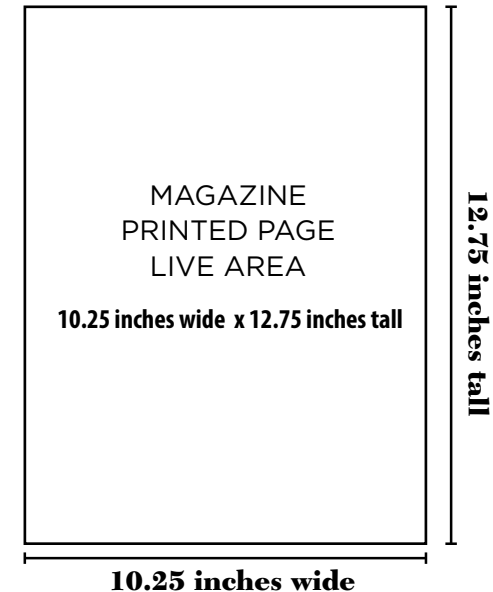
AD SIZES	DIMENSIONS (INCHES)	COST
Back/Inside Cover/ Page 3 Exclusive	width= 10.25" x height=12.75"	\$1,690
Full Page	width= 10.25" x height=12.75"	\$1,490
Vertical Large	width= 6.25" x height=12.75"	\$970
Half Page	width= 10.25" x height=6.25"	\$860
Vertical Strip	width= 4" x height=12.75"	\$750
Square	width= 6.25" x height=6.25"	\$585
Vertical Small	width= 4" x height=6.25"	\$450

PRINT READY AD SUBMISSION

Printing	On glossy high
Digital Artwork & Ads	High resolution .pdf, .jpg, .psd, .tiff or .eps files (preferred). Must have a resolution of at least 300 dpi. PROGRAMS: InDesign CS6, Adobe Photoshop CS6, Microsoft Word 6, Illustrator CS6). We do not accept Publisher or PowerPoint files.
Photo/Art/Logos	Files must be saved as a .jpg, .tiff, .pdf, .psd or .eps (preferred) file. Any digital photos submitted must have a resolution of 300 dpi. (The <i>Palisadian-Post</i> can not guarantee quality reproduction of photos with lower resolution). Please include all fonts, both printer and screen, with all files. Files should be created using CMYK or RGB color mode. Email ad files to your advertising representative and/or graphics@palipost.com .

width (inches) x height (inches)
 Ad sizes are represented by shaded area.

6.25" x 6.25" Square	4" x 6.25" Vertical Small
10.25" x 6.25" Half Page	4" x 12.75" Vertical Strip
10.25" x 12.75" Full Page, Inside Cover, Page 3 Exclusive, Back Cover Exclusive	6.25" x 12.75" Vertical Large



INSERTS

The *Palisadian-Post* accepts no more than two 8.5" x 11" inserts per week on a first-come basis. Deadline for printed copy is two weeks prior to publication date. Customer-supplied inserts must have "Supplement to The *Palisadian-Post*" printed on them to comply with the U.S. Postal Service regulations. Typesetting and paste-up minimum charge is \$75 per hour. Photo scanning is \$15 each.

CUSTOMER SUPPLIED, PRE-PRINTED***	\$95.00 PRICE/1000
1/0 BLACK/WHITE ONE-SIDED	\$150.00 PRICE/1000
1/1 BLACK/WHITE TWO-SIDED	\$160.00 PRICE/1000
4/0 COLOR ONE-SIDED	\$180.00 PRICE/1000
4/4 COLOR TWO-SIDED	\$250.00 PRICE/1000

* Inserts requiring folding - add \$20.00/1000

** For pricing on irregularly shaped inserts (including a special section), please call a community outreach representative.

*** Customer-supplied inserts with alternate paper weight or sizing are quoted per insert. Call one of our community outreach reps for pricing information.

MISCELLANEOUS RATES

CLASSIFIED LINERS DEADLINE - Friday at 11 a.m. the week before publication.
Your ad will be posted on our website at www.PaliPost.com

OPEN RATE - 4 LINES (6 WORDS PER LINE)	\$25.00
4-WEEK RATE - 4 LINES	\$75.00
EACH ADDITIONAL LINE UP TO 10 LINES	\$2.00 FOR EACH LINE PER WEEK
11 LINES AND OVER	\$2.00 FOR EACH LINE PER WEEK

PUBLIC NOTICES

\$85.00* —FICTITIOUS BUSINESS NAME STATEMENT—(PUBLISHED FOR 4 CONSECUTIVE WEEKS)

* Call for additional legal rates (ie. name changes, licenses, etc)

WEDDING/BIRTHDAY/GRADUATION ANNOUNCEMENTS

\$100.00 — NO PHOTOGRAPH — announcement consisting of a written article **only**

\$200.00 — PHOTOGRAPH — announcement consisting of a written article **and** full color picture

OBITUARIES \$100.00 PER OBITUARY — consists of a written eulogy and picture

WORSHIP DIRECTORY

\$15.00 PER COLUMN INCH PER WEEK — *Minimum 6 months

CUSTOM AD DESIGN

Need help putting an ad together? We can help. We offer complimentary ad design with your ad space if you don't already have the means to create one. Our advertising/art department can produce top-notch, high quality print advertising to help you get your brand and message out to the community.

To ensure your ad will stand out from the rest, we ask that you provide us any important verbiage, logos, or images you would like to include in your ad. Please send us high resolution images if possible (at least 300 dpi), to ensure the print quality of your ad will be high resolution. We accept **.jpg, .tiff, pdf, .psd, .eps, Adobe InDesign C6, or Adobe Illustrator** files which are all usable to create your ad.

Contact your advertising representative for more details and check out these ad samples our team created for past clients.

ADS ARE NOT TO SCALE—
SAMPLES ONLY
(see other sections for newspaper
and magazine ad sizes, ad rates
& deadlines)



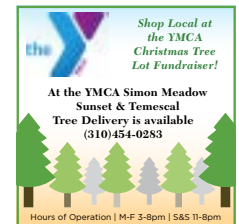
3-col x 6 1/4" magazine ad



3-col x 10 3/4" newspaper ad



2-column x 2" newspaper ad



2-col x 4" magazine ad

The *Palisadian-Post* organizes a variety of high-profile events and contests throughout the Palisades community and publishes unique reader-submitted content. We offer **two exclusive packages** for sponsorship opportunities for each event and contest, which are highly publicized in our print newspaper, on our website and through our social media pages. These wildly popular events and contests really get the community buzzing, providing a tremendous amount of visibility and exposure for any advertising sponsor. Reader-submitted content promotes greater engagement with the community.

JANUARY	FIRST BABY OF THE YEAR CONTEST (A POST TRADITION SINCE 1954)
FEBRUARY	PACIFIC PALISADES ANNUAL PALI BEE (SPELLING BEE)
MARCH	PACIFIC PALISADES TEEN TALENT CONTEST (A COMMUNITY TRADITION FOR MORE THAN FOUR DECADES)
APRIL	2ND ANNUAL PALISADES BLAST OFF TO SUMMER BLOCK PARTY
JUNE	THE POST'S RECIPE CONTEST (READER-SUBMITTED CONTENT)
OCTOBER	CREEP YOUR CRYPT HOME DECORATING CONTEST (HALLOWEEN)
NOVEMBER	GIVING FOR THANKSGIVING FOOD DRIVE
DECEMBER	DECK YOUR HALLS HOME DECORATING CONTEST (HOLIDAYS)
WEEKLY	ATHLETE OF THE WEEK
WEEKLY	TRAVEL POSTCARD (READER-SUBMITTED CONTENT)

PRESENTING SPONSORS

- Top billing
- Speaking/presenting role
- Sponsor name mention in editorials
- Sponsor name /logo on all promotional materials, pre and post advertising, step and repeat signage, and event programs (if applicable)
- Signage at event
- Interactive collateral/swag table at event
- Social media mention across all platforms
- Logo and link on website
- Live stream or story on social
- Link on all promotional email blasts
- Full page color advertisement in the newspaper the week after event

PREMIER SPONSORS

- Billing as premier
- Sponsor name mention in editorials
- Sponsor name /logo on all promotional materials, pre and post advertising, step and repeat signage, and event programs (if applicable)
- Signage at event
- Interactive collateral/swag table at event
- Social media mention across all platforms
- Half page color advertisement in the newspaper the week after event
- Editorial (Examples include interview and photos with brand founders, product feature or dining review)

BREAKING NEWS EMAIL ALERTS

The *Palisadian-Post* distributes Breaking News Email Alerts to over 5,900 recipients in the Pacific Palisades community. We offer a highly prominent advertisement within the display of the email, providing exposure for any advertiser to all 5,900 Breaking News subscribers (and everyone they forward the email to as well!).

Reach out to your account executive for details on specific events or for more information. Due to the unique and creative nature of all Post events, sponsorships may change per event, depending on availability.

SPONSORSHIP OPPORTUNITIES



EVENTS PROMOTIONAL ADS



ONLINE NEWSLETTER SAMPLE



SPONSOR EDITORIAL SAMPLES



BREAKING NEWS ALERT SAMPLE

