

LOS ANGELES BUSINESS JOURNAL

Inside The VALLEY



MEDIA KIT 2024

ASSETS

THE **LEADING** SOURCE FOR BUSINESS NEWS IN THE VALLEY AREA



IN PRINT: THE MAGAZINE

ALIGN your brand with the leaders, companies and industries impacting the region

DISTRIBUTION:
PRINT ISSUE 3,688
READERSHIP 12,336

ONLINE: SFVBJ.COM

STAY INFORMED with up to date news and information from our news team

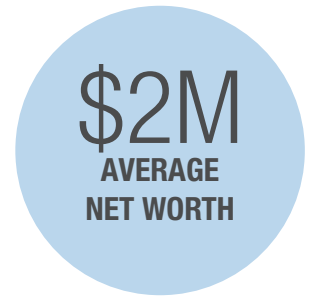
MONTHLY UVS 13,993
PAGEVIEWS 23,118

IN PERSON: EVENTS

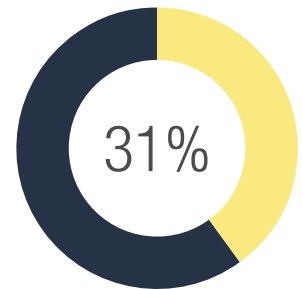
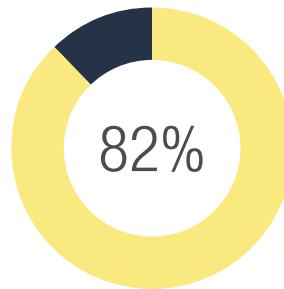
CONNECT with Valley leaders at awards, panels and receptions

ANNUAL EVENTS 6

OUR AUDIENCE



\$1.6M
PORTFOLIO



43%
MILLIONAIRES



43%
MIDDLE MARKET
& ENTERPRISE COS



36%
WOMEN
EXECUTIVES



54
AVERAGE
AGE

Our readers enjoy business news. They also subscribe to:

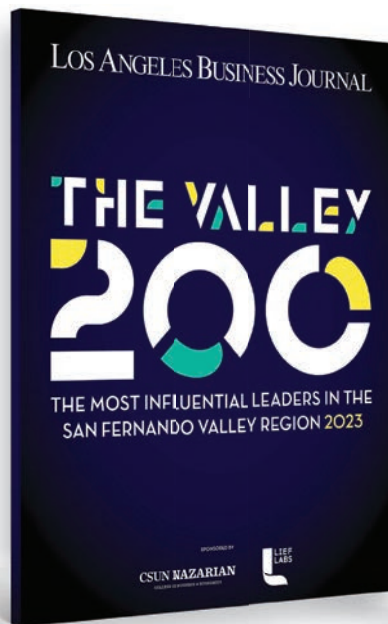
34% Wall Street Journal **13%** Bloomberg Business Week **12%** Economist

Our subscribers make decisions. They personally buy:

43% Banking Services **41%** Computer Services **33%** Business Insurance

SPECIAL EDITIONS

HIGHLY-COVETED **SIGNATURE ISSUES**



VALLEY 200
AUGUST



THE LISTS
DECEMBER

THE VALLEY 200 & THE LISTS SPECIFICATIONS

Spread

Bleed: 17.25" w x 11.375" h

Full Page

Bleed: 8.875" w x 11.375" h

Half Page horizontal

7.562" w x 4.875" h

CUSTOM CONTENT

FOCUSED **BRANDED CONTENT** FROM INDUSTRY EXPERTS

SAMPLE CUSTOM CONTENT INCLUDES

CORPORATE PHILANTHROPY & GIVING GUIDE

LABOR & EMPLOYMENT ROUNDTABLE

LEADERS TO KNOW: TRUSTED ADVISORS

LEADERS TO KNOW: FINANCE

LEADERS TO KNOW: HEALTH CARE

LEADERS TO KNOW: REAL ESTATE

HEALTH CARE ROUNDTABLE

MBA/MASTERS GUIDE

INSURANCE ROUNDTABLE



DISPLAY ADVERTISING

RATES AND SPECIFICATIONS

NET 4-COLOR RATES

Frequency discounts. Rates per insertion. Bi-monthly.

Effective February 1, 2024

SIZE	Open Rate	2-3X	4-5X	6X
2-page spread	7,425	6,310	5,565	4,825
Full page	4,125	3,505	3,095	2,680
1/2 page	2,475	2,100	1,855	1,610

ADVERTISING DIMENSIONS

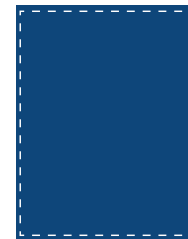
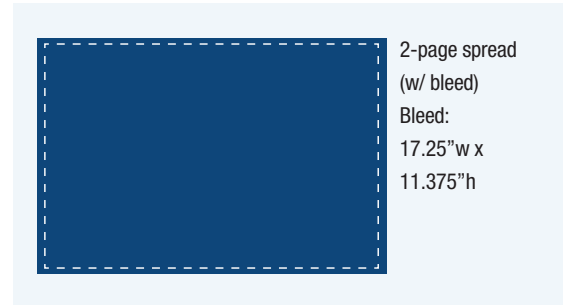
SIZE	WIDTH	HEIGHT
2-page spread (w/ bleed)	*17.25"	*11.375"
*Spec includes .25" bleed on all sides		
Full page (w/ bleed)	*8.875"	*11.375"
*Spec includes .25" bleed on all sides		
1/2 page (hor)	7.562"	4.875"
1/2 page (vert)	3.5"	9.6"

- Ads must be submitted as high resolution PDFs (300 dpi, PDFx1a preferred).
- Color formatting for ads is CMYK, if color, and grayscale, if black and white.
- Please convert all black text to 100% black.

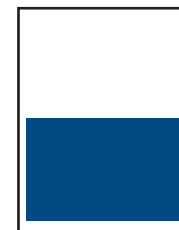
PREMIUM POSITIONS

Open rate, no discounts for frequency. Inquire with your rep for specs.

4-Page Coverwrap	\$10,300	\$8,755	\$7,725	\$6,695
2-Page coverwrap	7,830	6,655	5,870	5,090



Full page (w/ bleed)
Bleed: 8.875" w x 11.375" h"



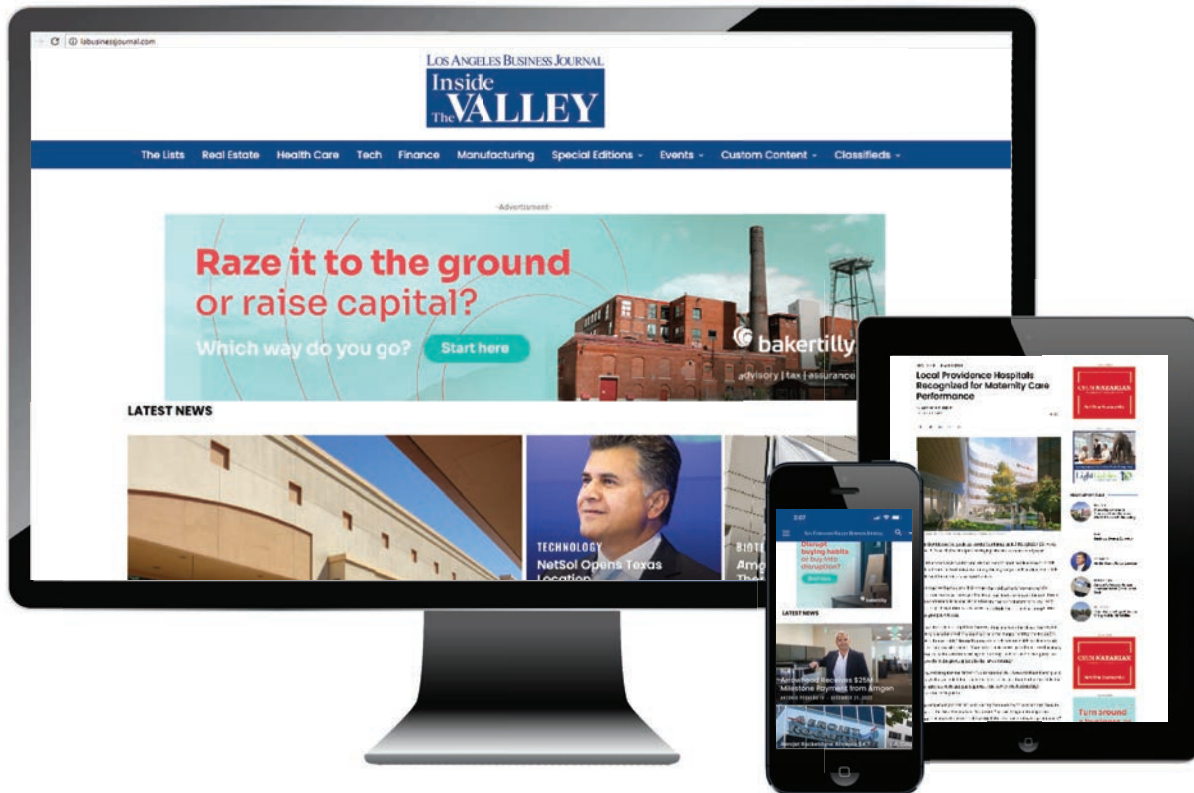
1/2 pg (hor.)
7.562" w x 4.875" h



1/2 pg (vert.)
3.5" w x 9.6" h

ONLINE

WE CONNECT **THE VALLEY'S ENTREPRENEURS**



DELIVER YOUR MESSAGE TO VALLEY BUSINESS COMMUNITY

We help you tailor your digital campaign. Choose from a variety of advertising units.

- Run-of-Site
- Branded content
- Interstitials
- Dedicated Email Marketing
- Homepage Takeover
- Daily Digital Newsletters

INTERSTITIAL

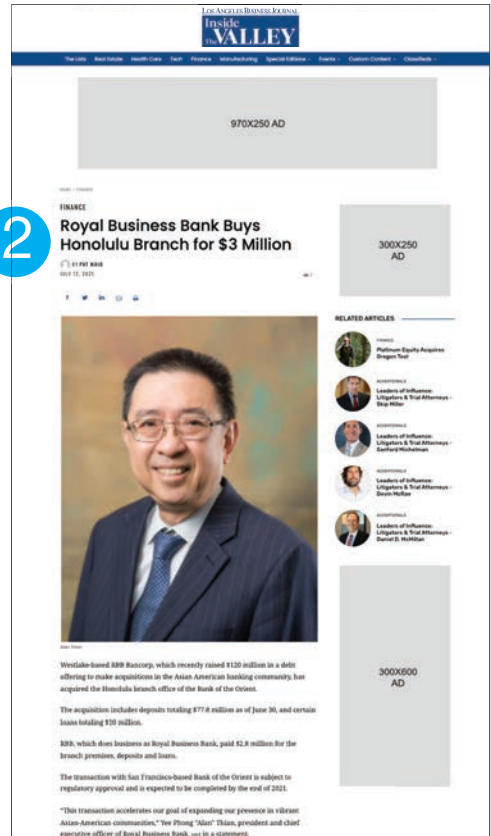
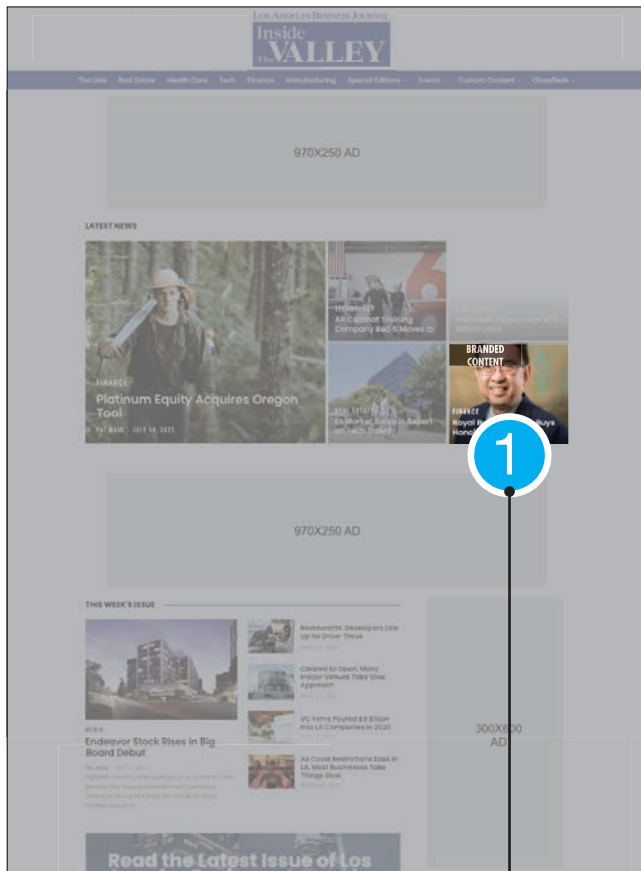
A **HIGH IMPACT** DIGITAL UNIT THAT LEADS INTO THE EDITORIAL CONTENT



- Maximum size: 640 x 480

BRANDED CONTENT

A COMPLETELY **CUSTOM-BUILT PAGE** WITHIN THE WEBSITE



BRANDED CONTENT allows for articles either written by your web content experts to appear alongside our editorial headlines.

Branded Content also provides opportunities to drive SEO to company and content.

- Up to 2 articles in a 30-day period
- 2-3 photos

Branded Content positions include:

1. Headline and article will be posted among the editorial well.
2. Art and headline noted on homepage clicks through to article on website. Campaign will be live for 30 days.

DEDICATED EMAIL MARKETING

SPREAD YOUR COMPANY'S MESSAGE TO OUR **5,000+** E-NEWS SUBSCRIBERS



- Size: No wider than 800 pixels, length of your choice
- Creative for Body: JPEG, PNG or GIF
- Subject Line: provide text and label it "Subject line"

The subject line will appear after the phrase:

Inside The Valley Sponsored Content: *(Your text here)*

- Materials are due 7 business days prior to blast date

- File Size: Please keep file sizes less than 1MB. Larger files load slowly in your subscribers' inboxes.
- Format: When you save images, use PNG or JPG format. You can use GIF format if you need to retain transparency, but keep in mind that this format supports fewer colors. A GIF can be good for a logo or icon, but stick with PNG or JPG for photos and other images that use a lot of color variety.

DIGITAL NEWSLETTERS

KEEPING THE BUSINESS COMMUNITY UPDATED ON ALL **BUSINESS NEWS** IN THE VALLEY REGION

TUESDAYS: INSIDE BUSINESS

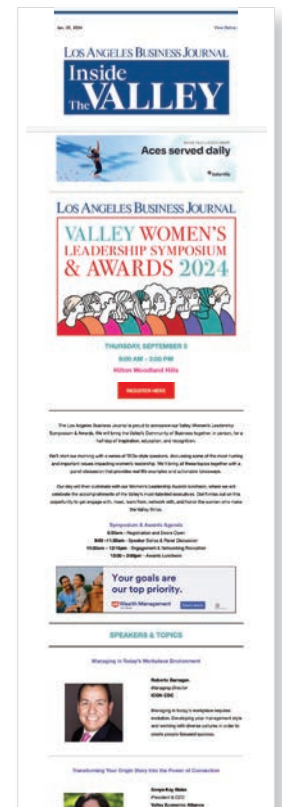
Each Tuesday, the news team of the Business Journal publishes a weekly update including breaking Valley news, top stories of the week, industry activity and announcements, features on Valley leaders and more.

WEDNESDAYS: INSIDE THE COMMUNITY

Our Wednesday digital newsletters focus on our Community of Business™, providing important information and updates on Business Journal events, calls for nominations for recognition programs and upcoming networking opportunities.

THURSDAYS: INSIDE TOP VALLEY COMPANIES – THE LISTS

On Thursdays, our editorial research department unveils the List of the Week. For 25 years, The Lists have been a trusted source in the Valley business community - ranking more than 40 industries from health care and technology, to accounting and manufacturing.



THE LISTS: DIGITAL PUBLICATION SCHEDULE

Feb 8	Accounting Firms	May 30	Hospitals	Sep 19	MBA Programs
Feb 15	Business Improvement Districts	Jun 6	Residential Real Estate Brokers	Sep 26	MBA Programs
Feb 22	Franchisers	Jun 13	Air Charter Companies	Oct 3	Family Owned Businesses
Feb 29	Property Managers	Jun 20	Money Management Firms	Oct 10	Commercial RE Brokerages
Mar 7	Bioscience Companies	Jun 27	Money Management Firms	Oct 17	Commercial RE Brokerages
Mar 14	Private High Schools	Jul 4	Women Owned Businesses	Oct 24	Charitable Foundations
Mar 21	Chambers of Commerce	Jul 11	Largest Public Companies	Oct 31	Private Companies
Mar 28	Business Organizations	Jul 18	Highest Paid Executives	Nov 7	Assisted Living Facilities
Apr 4	Law Firms	Jul 25	Manufacturing Companies	Nov 14	Nursing Homes
Apr 11	Law Firms	Aug 1	Manufacturing Companies	Nov 21	Banks
Apr 18	Insurance Brokers	Aug 8	Private Sector Employers	Nov 28	Credit Unions
Apr 25	Insurance Brokers	Aug 15	Public Sector Employers	Dec 5	Fastest Growing Private Cos.
May 2	PR Firms	Aug 22	Performing Arts Venues	Dec 12	SBA Lenders
May 9	Staffing Agencies	Aug 29	Hotels	Dec 19	Nonprofit Organizations
May 16	Staffing Agencies	Sep 5	Meeting & Banquet Facilities		
May 23	Hospitals	Sep 12	Colleges & Universities		

DIGITAL ADVERTISING

NET RATES

RUN OF SITE

Rates apply to the 728 x 90, 970 x 250, 300 x 600, 300 x 250 and 320 x 50 ad units

Advertising Impressions	Month Net Cost
100,000	\$50 CPM
150,000	\$45 CPM
200,000	\$40 CPM

HIGH IMPACT UNITS

Site Takeover	\$5,000 per day
Homepage Takeover	\$2,000 per day
Interstitial	\$750 per day

BRANDED CONTENT

4-week campaign \$1,500

- 700 words
- 2-3 photos
- Format: DOC, JPEG, HTML code

INSIDE THE VALLEY JOURNAL DIGITAL NEWSLETTERS

NET RATES	OPEN	8X	13X	26X
	\$750	\$600	\$565	\$490

DEDICATED EMAIL MARKETING

NET RATE: \$1,200

DIGITAL ADVERTISING

SPECIFICATIONS

FILE SIZES: RUN OF SITE

Leaderboard: 728 x 90; Billboard: 970 x 250;

Medium Rectangle: 300 x 250; Skyscraper: 300 x 600;

Mobile Super Leaderboard: 320 x 50

Maximum Recommended File Size: 150k

DAILY DIGITAL NEWSLETTERS

Billboard: 970 x 250 ad size only

We cannot accept any tracking pixels or 3rd party tags for newsletters. Static only (no animation), jpg/gif/png files under 125kb in files size and a click url.

INTERSTITIAL

- Maximum size: 640 x 480

DEDICATED EMAIL MARKETING

- Size: No wider than 800 pixels, length of your choice
- Creative for Body: JPEG, PNG or GIF
- Subject Line: provide text and label it "Subject line"

The subject line will appear after the phrase:

Inside The Valley Sponsored Content: *(Your text here)*

- Materials are due 7 business days prior to blast date
- File Size: Please keep file sizes less than 1MB. Larger files load slowly in your subscribers' inboxes.
- Format: When you save images, use PNG or JPG format. You can use GIF format if you need to retain transparency, but keep in mind that this format supports fewer colors. A GIF can be good for a logo or icon, but stick with PNG or JPG for photos and other images that use a lot of color variety.

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 Inside The Valley's editorial content (exact or close replica). Ads must not include references to the 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. The length of the website is 2575 px.

TESTING

Creative must be delivered 7 days prior to launch for testing and Q&A. All creative must function uniformly on both Mac and PC platforms, as well as multiple versions of all major browsers. 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. Third-party internal redirect tags accepted.

No INS tags accepted.

RICH MEDIA

DFA, Atlas, Bluestreak, Eyeblaster, Point Roll

- See Digital Advertising Rates

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.

BRANDED CONTENT

Format: DOC, JPG, HTML code

EVENTS CALENDAR

WE BRING BUSINESS ELITES TOGETHER, HONOR OUTSTANDING LEADERS, SPOTLIGHT SUCCESSFUL COMPANIES, AND PROVIDE INFORMATIVE PANELS AND WORKSHOPS.



JANUARY

LA State of
Business Readiness



MARCH

Valley Economic Trends



APRIL

Valley Commercial Real Estate
Awards



JULY

Valley Diversity, Equity +
Inclusion Roundtable &
Awards

DIGITAL EVENT



AUGUST

Valley 200



SEPTEMBER

Valley Women's Leadership
Symposium & Awards



NOVEMBER

Community of Business™
Employment Roundtable