

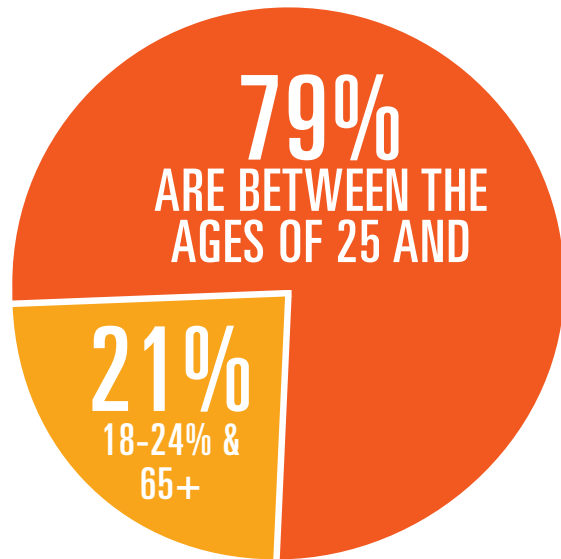
LAGUNA'S ONLINE NEWS SOURCE

Laguna Beach Independent

THE MOST VIEWED NEWS WEBSITE IN LAGUNA

L a g u n a B e a c h I n d y . c o m

MEDIA KIT



INDY USER INFORMATION

- Visitors to this site are 4.97x more likely than the average internet user to visit websites in the Investing category.
- Visitors to this site are 3.05x more likely than the average internet user to visit websites in the Business category.
- Visitors to this site are 1.83x more likely than the average internet user to visit websites in the Music category.
- Visitors to this site are 1.74x more likely than the average internet user to visit websites in the Real Estate category.
- Visitors to this site are 1.64x more likely than the average internet user to visit websites in the Dining Out category.
- Visitors to this site are 1.44x more likely than the average internet user to visit websites in the Remodeling & Construction category.
- Visitors to this site are 1.30x more likely than the average internet user to visit websites in the Health & Fitness category.
- Visitors to this site are 1.15x more likely than the average internet user to visit websites in the Shopping category.
- Visitors to this site are 1.14x more likely than the average internet user to visit websites in the Vehicles/Hybrid category.

66,893 Average monthly visits in 2020

91,252 Average monthly pageviews in 2020

51% FEMALE

49% MOBILE USERS

1.4 PAGES PER SESSION

77% COLLEGE OR GRAD SCHOOL

30K LB SOCIAL FANS AND FOLLOWERS

49% MALE

43% DESKTOP USERS

2:00 AVERAGE TIME ON PAGE (MINUTES)

HHI \$150,000+

4.5K OPT-IN EMAIL SUBSCRIBERS

STANDARD INTEGRATIONS

Laguna Beach Independent

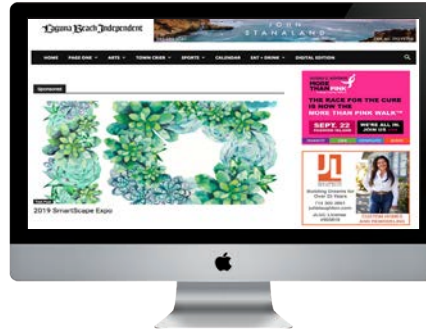
RUN OF SITE BANNER ADVERTISING



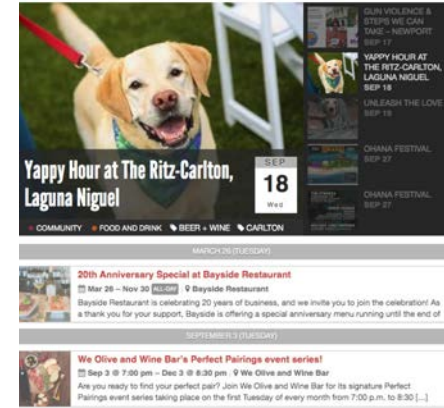
LEADERBOARD ADS 728X90

BOX ADS 300X250

LARGE FORMAT SPONSORED EDITORIAL



FEATURED EVENTS



CATEGORY SPONSORSHIP



STANDARD FORMAT SPONSORED EDITORIAL



WEEKLY POLL SPONSORSHIP

Run of site placements appear across the entire LagunaBeachIndy.com website network (17,400+ pages)*
As an added bonus LagunaBeachIndy.com box ad advertisers also appear on the LagunaBeachMagazine.com website!

LAGUNABEACHINDY.COM

WEBSITE RATES*

AD UNIT	RATE/MO.	SIZE
HOMEPAGE LEADERBOARD AD	\$1,000 PER MONTH	728 X 90
SIDEBAR BOX BANNER AD #1	\$600 PER MONTH	300 X 250
SIDEBAR BOX BANNER AD #2	\$400 PER MONTH	300 X 250
SIDEBAR BOX BANNER AD #3 & ROS	\$200 PER MONTH	300 X 250
CATEGORY/SECTION BANNER AD	\$600 PER MONTH	728 X 90
FEATURED EVENT LISTING	\$75 PER MONTH	
LARGE FORMAT SPONSORED EDITORIAL	\$800 PER MONTH	
STANDARD SPONSORED EDITORIAL	\$375 PER MONTH	
FEATURED EVENTS ON HOMEPAGE	\$99	
SPONSORED VIDEO ON HOME PAGE	\$375 PER MONTH	
POLL SPONSORSHIP (PRINT & DIGITAL)	\$1,400 PER MONTH	300X100

EMAIL OPPORTUNITIES

	RATE
DEDICATED E-BLAST	\$450/EA.
REAL ESTATE FEATURE HOME (WEEKLY)	\$75/WK
EMAIL BANNER AD 468X60	\$50/WK.
SPONSORED EDITORIAL	\$75/EA.

ONLINE/PRINT COMBO

COMBINE YOUR LAGUNABEACHINDY.COM BUY WITH PRINT MARKETING AND REACH OUR ENTIRE LAGUNA BEACH AUDIENCE AT THEIR HOMES, MOBILE DEVICES, AND DESKTOP COMPUTERS.

ESTIMATED MONTHLY VIEWERSHIP:
197,500



SPECIFICATIONS

DIGITAL ADVERTISING GUIDELINES

- Web specifications are measured in pixels (px), image quality should be at least 72 DPI and, if used for digital and print, 300 DPI is recommended.
- All dimensions are noted WxH, i.e. 300x250px means 300px in width and 250px in height
- Animated ad banners are 15-second maximum or 3 times looping maximum (5-seconds per loop).
- Creative with a white background must have a minimum of 1-pixel border to differentiate ad from editorial content.
- File sizes for banner ads should not exceed 100k, accepted file extensions: .JPEG .GIF .PNG
- Submit destination URL (i.e. <https://mywebsite.com>) for all of your submitted online marketing materials
- Linking URL - Linking URLs must be domain name based and cannot be the IP address (i.e., <http://207.123.456.78>).
- Any sound must be user-initiated and is defined as a click-based interaction rather than a mouseover or rollover.
- The dedicated email should be submitted as a single image file with the subject line, and destination URL. HTML coded emails are accepted and preferred for emails with multiple links.
- Social media promotions and sponsored editorial should include all relevant images, text, URL links, social links and hashtags, if applicable.
- All digital assets submissions should go to Megan Shelhamer, megan@firebrandmediainc.com: 949-715-4100 x220

Leaderboard ad – 728x90

Newsletter & Category sponsor ad –
468x60

Box ad – 300x250

DEDICATED EMAIL

Image width not to exceed
580px, there is no height
limitation, but we suggest this
image does not exceed 1,500px

SPONSORED EDITORIAL

Title text (if any) maximum of 60 characters with spaces

Body Text: maximum 250 characters with spaces

Image/logo (1): maximum size 600x250

Call To Action (CTA) i.e. "Click Here," "See More" or "Buy Now"

Destination URL for Call To Action

For additional information, contact

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