

THE LAGUNA BEACH DIGITAL AD NETWORK

2023 DIGITAL MEDIA KIT

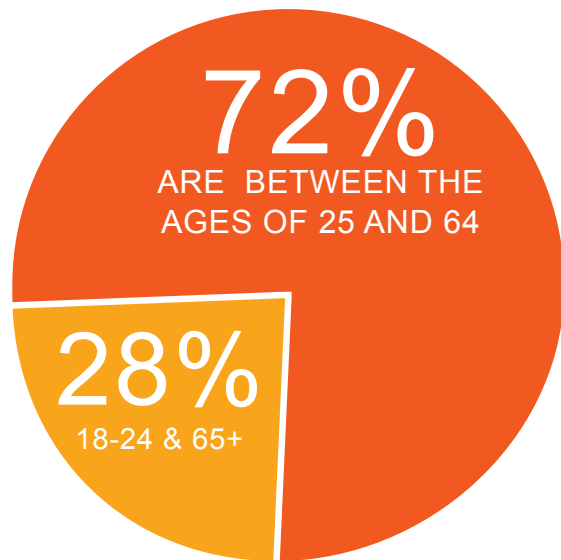
NEWS SOURCE > LAGUNABEACHINDY.COM

ENTERTAINMENT & LIFESTYLE > LAGUNABEACHMAGAZINE.COM

Laguna Beach Independent

LAGUNA BEACHTM
MAGAZINE

USER DEMOS & AFFINITY'S*



- Visitors to this site are 2.72x more likely than the average internet user to visit websites in the Real Estate category.
- Visitors to this site are 2.44x more likely than the average internet user to visit websites in the Interior Design category.
- Visitors to this site are 1.94x more likely than the average internet user to visit websites in the Dining Out category.
- Visitors to this site are 1.92x more likely than the average internet user to visit websites in the Travel category.
- Visitors to this site are 1.72x more likely than the average internet user to visit websites in the Automotive category.

*2023 Quatcast Data LagunaBeachMagazine.com

- Visitors to this site are 2.17x more likely than the average internet user to visit websites in the Real Estate category.
- Visitors to this site are 2.11x more likely than the average internet user to visit websites in the Business category.
- Visitors to this site are 1.72x more likely than the average internet user to visit websites in the Dining Out category.
- Visitors to this site are 1.64x more likely than the average internet user to visit websites in the Travel category.
- Visitors to this site are 1.60x more likely than the average internet user to visit websites in the News category.

*2023 Quatcast Data LagunaBeachindy.com

696,644 USERS IN 2022

1,205,535 PAGE VIEWS IN 2022

52% FEMALE

48% MALE

49% MOBILE USERS

1.35 PAGES PER SESSION

69% COLLEGE OR GRAD SCHOOL

30K+ LB SOCIAL FANS AND FOLLOWERS

43% DESKTOP USERS

1:35 AVERAGE TIME ON PAGE (MINUTES)

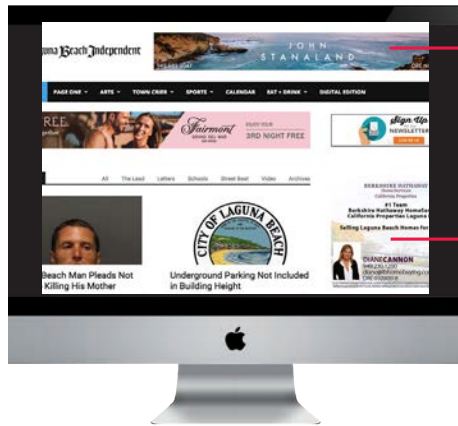
HHI \$150,000+

4.5K+ OPT-IN EMAIL SUBSCRIBERS

STANDARD INTEGRATIONS



BANNER ADVERTISING



LEADERBOARD ADS

LARGE FORMAT

BOX ADS 300X250

LARGE FORMAT HOME PAGE BANNER

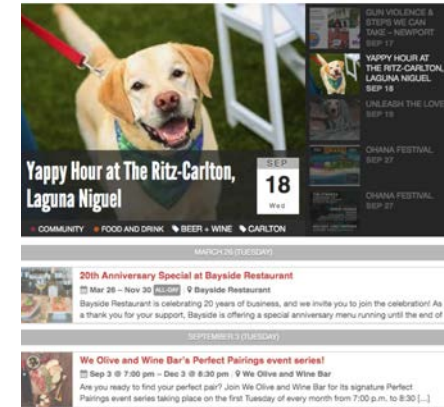


CATEGORY SPONSORSHIP



STANDARD FORMAT SPONSORED EDITORIAL

FEATURED EVENTS



WEEKLY POLL SPONSORSHIP

Run of site banner ad placements appear across both LagunaBeachIndy.com and LagunaBeachMagazine.com websites.

ADVERTISING RATES



WEBSITE RATES*

AD UNIT	RATE/MO.	SIZE
HOMEPAGE LEADERBOARD AD	\$1,000 PER MONTH	728 X 90
SIDEBAR BOX BANNER AD #1	\$800/MO.	300 X 250
SIDEBAR BOX BANNER AD #2	\$600/MO.	300 X 250
SIDEBAR BOX BANNER AD #3 & ROS	\$400/MO.	300 X 250
SIDEBAR BOX BANNER AD RUN OF SITE (ROS)	\$200/MO.	300 X 250
LARGE FORMAT HOME PAGE BANNER* - NEW	\$500 PER MONTH	625 X 350
LARGE FORMAT SPONSORED EDITORIAL	\$800 PER MONTH	SEE SPECS
STANDARD SPONSORED EDITORIAL	\$375 PER MONTH	SEE SPECS
FEATURED EVENT LISTING	\$99 PER MONTH	SEE SPECS
SPONSORED VIDEO ON HOME PAGE	\$500 PER MONTH	YOUTUBE/VIMEO
POLL PAGE SPONSORSHIP	\$350 PER MONTH	728X90

*Home page only, position based on availability

EMAIL OPPORTUNITIES

AD UNIT	RATE
DEDICATED E-BLAST (5,000+ OPT-IN SUBSCRIBERS)	\$500/EA.
REAL ESTATE FEATURE HOME (WEEKLY)	\$75/WK
EMAIL BANNER AD 468X60	\$50/WK.
SPONSORED EDITORIAL	\$75/EA.

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 150k, 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 Taryn Metkovich,
taryn@firebrandmediainc.com
949-715-4100 x220

Leaderboard ad - 728x90

Newsletter & Category sponsor
ad - 468x60

Box ad - 300x250

Large Format Home Page
Banner

DEDICATED EMAIL

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

Large and Standard Format Sponsored Editorial/Featured Events

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

Body Text: maximum 1,000 max characters with spaces

Image/logo (up to 5): 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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949-542-0322 (c)
949-715-4100 (o)