



Los Angeles Area Chamber of Commerce

MEDIA KIT

2011-12 Advertising Rates



Los Angeles Area
Chamber of Commerce

A better L.A. is our business.



PUBLICATIONS & WEBSITE

The Los Angeles Area Chamber of Commerce produces several award-winning publications on a weekly, quarterly and annual basis. Advertising is available to L.A. Area Chamber members only.

WEEKLY

L.A. Business This Week

The Chamber's award-winning weekly newsletter serves up a weekly snapshot of the names, faces and issues at the Chamber.

Format: html sent via email

Circulation: More than 10,000 each week

Distribution: Chamber members and nonmembers, elected officials, members of the media

Publication date: Every Thursday

Format: 4-color, 90-page, 8 ½" x 11" publication

Circulation: 15,000 annually

Distribution: Mailed to all Chamber members and used throughout the year as a hard copy format at Chamber events or available online.

Publication date: January/February

TRIMESTER

Chamber Voice

The Chamber's award-winning membership print newsletter highlights the Chamber's activities and policy issues important to the business community.

Format: 4-color, 12-page, 11" x 17" publication

Circulation: 7,500 each issue

Distribution: Mailed to Chamber members, regional elected officials and opinion leaders. Distributed to nonmembers as a marketing tool at various events throughout the year.

Publication date: Jan. 1, May 1, Sept. 1

WEBSITE

lchamber.com

The Chamber's nationally recognized website lchamber.com raises brand awareness among the L.A. region's business community.

Site traffic: More than 8,000 visitors each month, more than 22,000 page views every month

MOBILE APPLICATION

MyChamberApp

Chamber members receive a free standard listing in the Chamber's MyChamberApp, which is available at no cost on many handheld devices. Standard listings include: business name, address, phone number, push to call, push to get directions and an add to favorites feature.

ANNUAL

Los Angeles Business Annual Magazine and Member Directory

The Chamber's annual publication features valuable reference information on the L.A. region's business community and a member directory. It serves as a popular reference for business leaders throughout the L.A. area and contains a complete list of Chamber members and the industries they represent.

Turn to page 3 for advertising rates

For more information on advertising...

- ▶ **in electronic/web publications**, contact Monika Medina, 213.580.7516 or mmedina@lchamber.com
- ▶ **in print publications**, contact Meghan Long, 213.580.7548 or mlong@lchamber.com
- ▶ **in MyChamberApp**, contact Pat Clark, 213.580.7595 or pclark@lchamber.com.

WHO WE ARE – CHAMBER MEMBERSHIP

BY THE NUMBERS IN 2011



MEMBERSHIP SECTORS

Business Services	18%
Associations & Organizations	9%
Professional Services	9%
Consultant Services	6%
Real Estate	5%
Education & Government	5%
Health	5%
Transportation	4%
Wholesale & Retail	5%
Financial Services	3%
Food Products	4%
Construction	3%
Distribution	3%
Entertainment	3%
Financial Institutions	4%
Hotels & Motels	3%
Insurance	2%
Manufacturing	2%
New Media	2%
Printing & Publications	2%
Communications	1%
Technology	1%
Utilities	1%

Mission:

By being the voice of business, helping its members grow and promoting collaboration, the Los Angeles Area Chamber of Commerce seeks full prosperity for the Los Angeles region.

Vision:

As a trustee for the current and future welfare of the region, the Los Angeles Area Chamber of Commerce champions economic prosperity and quality of life.

MEMBERSHIP BY BUSINESS SIZE

Employees	Percentage
1-20	57%
21-50	12%
51-100	8%
101-500	12%
501+	11%

LONGSTANDING MEMBERS OF THE CHAMBER, BY YEARS OF MEMBERSHIP

Los Angeles Times	123
Woodbury University	123
O'Melveny & Myers LLP	117
AT&T	116
Bank of America	115
Ralphs Grocery Company	115
Southern California Edison	113
Union Pacific Railroad Co.	111
Forest Lawn Memorial Park & Mortuaries	101
The Gas Company, a Sempra Energy utility	100
PricewaterhouseCoopers LLP	100
KPMG LLP	99
Chevron Corporation	98
WBT Industries, Inc.	98
Union Bank	97
Automobile Club of Southern California	96
Deloitte	96
University of Southern California	94
Los Angeles Public Library	92
Charles Dunn Company, Inc.	91
Farmers Insurance Group of Companies	90
C.W. Cole & Company, Incorporated	89
Ernst & Young, LLP	88
Los Angeles Junction Railway Company	88
Millennium Biltmore Hotel	88
United Parcel Service	88
Fluor Corporation	86
Vulcan Materials Company CalMat Division	86
Verizon	84
Golden State Water Company	83
United Airlines	83
Coca Cola Enterprises West	82
Watson Land Company	82
American Airlines	81
Unifed Grocers	81

ADVERTISING RATES

PRINT ADVERTISEMENT

Chamber Voice

Unit	Size	Price
Business Card	2" x 3.5"	\$500
Quarter Page	4.75" x 7.25"	\$1,000
Half-page	6.5" x 10.5"	\$2,000

Details

- ▶ Deadline to submit content is one month before publication

Los Angeles Business Annual Magazine and Member Directory

Sizes and rates

Ad space size and rates vary. A sales representative will contact all members in the fall to advertise.

ELECTRONIC/ WEB ADVERTISEMENT

L.A. Business This Week

Unit	Price
One week for upper right hand corner	\$175
One week for lower right hand corner	\$100
One month	\$600

Details

- ▶ Two options:
 - Up to 50 words for email insertion with linkable graphic up to 150 x 75 pixels
 - Linkable graphic up to 159 x 204 pixels
- ▶ Deadline to submit content is the Monday before publication
- ▶ Email advertisers are limited to three consecutive months of advertising

lchamber.com

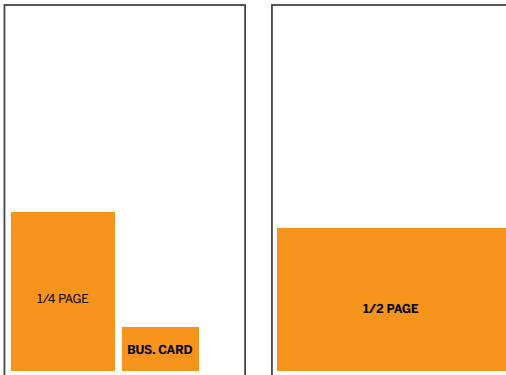
Unit	Price: 1 month on home page
Linkable graphic up to 160 x 160 pixels	\$500

MyChamberApp

Unit	Price: 1 year
Standard Listing	Free with Chamber membership
Featured Listing	\$399
Premium Listing	\$995
Banner Ads	\$6,000

SIZE OPTIONS

Chamber Voice



L.A. Business This Week



lachamber.com



SUBMISSION REQUIREMENTS

Please outline all fonts where possible

Most programs will allow you to convert fonts to outlines or curves. Loading fonts opens the possibility of translation problems. We can accept files that include font folders when necessary, but outlined fonts avoid most of the hazards of creating files in multiple versions of different programs.

We can accept most file types

But prefer either an .EPS or .PDF for vector files and .TIF at 300 dpi for raster files. The more conversions we make, the greater the possibility for error in translation.

Flatten all artwork for output before submitting

Files have to be flattened to send to RIP, and sometimes the composition is changed when we flatten the file. Our prepress department tries very hard to notice if the composition changes, but many times the elements are small and only perceptible to the designer.

Please unlock elements and file layers before sending file

Locked selections and layers are easy to miss and can alter the finished print.



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