

DISCOVER LOS ANGELES DIGITAL ADVERTISING RATE CARD

The official website for The Los Angeles Tourism & Convention Board is the ultimate online resource for Los Angeles visitors and residents. Recently named the best destination marketing organization on social media by Travel Weekly, discoverLosAngeles.com is also one of the best designed websites in the world. The Pixel Award-winning, Webby-nominated site gives visitors and locals alike an inside view into one of the world's most remarkable destinations. discoverLosAngeles.com is a one-stop hub for comprehensive, interactive and current information about Los Angeles, from hotels, attractions and nightlife, to dining, culture, sports, and more.

LA'S RECORD BREAKING TOURISM NUMBERS

VISITOR SPENDING **\$22.7 BILLION** IN 2017
 TOTALED

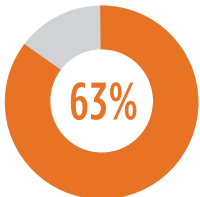
7.3 MILLION INTERNATIONAL VISITORS

came to Los Angeles in 2017. Mexico, China, Canada, Australia and the UK were L.A.'s top 5 visitor markets.

48.3 MILLION VISITORS IN 2017 **50 MILLION** VISITORS PROJECTED BY 2020!

DISCOVERLOSANGELES.COM TRAFFIC

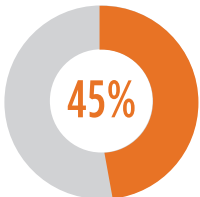
14 MILLION VISITORS ANNUALLY AND GROWING



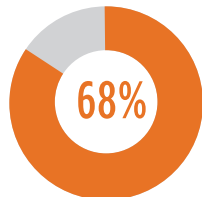
domestic visitors



international visitors



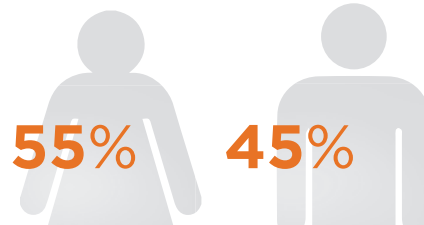
of website visitors are using DiscoverLosAngeles.com as a planning resource



of website visitors have already chosen Los Angeles as their destination

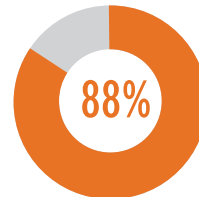
DEMOGRAPHICS

AGE **18-44**

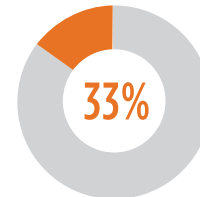


55%

45%



college educated



HHI over \$100K

ROBUST SOCIAL MEDIA FOLLOING



Instagram



Facebook



Twitter



Email Subscribers

Paid advertising opportunities are not available in the following categories due to contractual restrictions: Credit/Debit Cards, Shopping Centers.

DISCOVER LOS ANGELES DIGITAL ADVERTISING RATE CARD

PLACEMENT	ASSET	FILE SIZE	SIZE	MEMBER RATE (Per Month)*
HOMEPAGE	Rotator**	60KB	1020x500 + 320x247	\$7,000
	Leaderboard	40KB	970x90	\$6,000
DROPDOWN	What To Do	40KB	180x150	\$7,000
	How To Explore	40KB	180x150	\$7,000
	Where To Stay	40KB	180x150	\$5,500
CATEGORY PAGES	What To Do	40KB	970x90	\$3,000
	How To Explore	40KB	970x90	\$2,000
	Where To Stay	40KB	970x90	\$1,000
EVENTS PAGE	Leaderboard	40KB	970x90	\$2,000
	Featured Event	60KB	1920x1080 + 280x300	\$4,000
ROS SKYSCRAPER	Skyscraper*** (only blog pages)	40KB	160x600	\$5,000
ROS LEADERBOARD	Leaderboard***	40KB	970x90	\$6,000
MOBILE	Mobile Takeover	30KB	300x250	\$6,000
	Mobile Sticky	15KB	320x50	\$6,000
	Discover L.A. App		320x480 + 640x960	\$2,000
E-MAIL - DISCOVERLA	Banner Ad	30KB	598x100	\$3,000
	Sponsored Content	20KB	270x180	\$3,000
	Dedicated	30KB	640x800	\$6,000
	Sponsored Event	30KB	280x300 + 70 words	\$3,000
SOCIAL	Facebook		40 words + image	\$2,500
	Twitter		140 characters	\$500
CUSTOM CONTENT	Article + Social/Email		(Custom)	\$7,500

CUSTOM CREATIVE

Los Angeles Tourism can create ad materials at an additional cost upon request.

CONTACT

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 discoverLosAngeles.com

File formats: we accept png, jpeg and gif (depending on placement)
 *Member rates are reflected. Non-Members will pay a 10% premium
 **Includes mobile rotator (320x247) as well as placement across Discover Los Angeles' international websites
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