



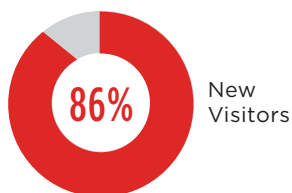
HelloLA.cn is the official website of The Los Angeles Tourism & Convention Board in China.

HELLO L.A. WEBSITE FACTS

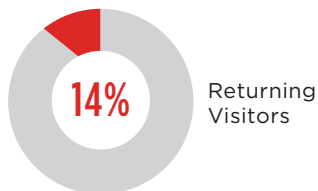
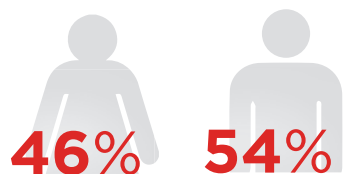
OVER 1.4 MILLION VISITS IN 2016

PRIMARY DEMOGRAPHIC

AGE 25-34



New Visitors



Returning Visitors

Discover Los Angeles' WeChat account is ranked by influencers as a

TOP 10 ACCOUNT

among all international DMOs operating in China

Discover Los Angeles' Weibo account has

OVER 1.5 MILLION

followers and is one of the biggest international DMO Weibo accounts in China

TOP 5 CITIES VISITING THE SITE

Beijing, Shanghai, Guangzhou, Shaoguan and Suzhou

CONTACT

Nikki Joseph Advertising Sales Manager

T: 310.504.0038

njoseph@LATourism.org

discoverLosAngeles.com

HELLO L.A. PACKAGE INCLUDES

Landing page on HelloLA.cn hosted in China plus translation (live for one year)

3x Weibo posts - pushes to HelloLA webpage

1x WeChat post- content created within helloL.A. feed

Member Package Rate: \$10,000

Member rates are reflected. Non-members will pay a 10% premium.

ADDITIONAL OPPORTUNITIES

Monthly Rates:

Homepage video **\$2,500**

Homepage leaderboard **\$1,000**

ROS leaderboard **\$3,000**

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

