



Los AngelesTM
ADVERTISING KIT

DiscoverLosAngeles.com



14M

Site visitors annually
and growing



63%

Domestic visitors



37%

International visitors



18-44

Age

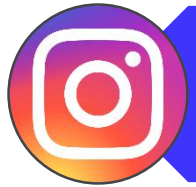
Did You Know...

- ↑ Do you want the inside scoop on Los Angeles? Not the stuff you can read in travel books...the must see places and hidden gems? That's what discoverLA is known for! Just last year our unique articles and guides helped **over 50 million people** discover more in our awesome city.
- ↑ According to Zagat, **Los Angeles is the Most Exciting Food City** in the Country and Forbes just named us the #1 Destination for female travelers in the U.S.
- ↑ We have worked with some of the most established and up-and-coming artists, **influencers and writers**. Street artists. DJ's. Mixologists. Felt artists. Let's collab!
- ↑ We have followers on our digital and social networks **all over the world** -all looking for insider tips about Los Angeles.

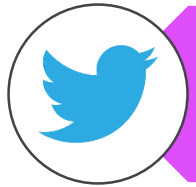
DiscoverLA Following:



1.1M followers



842K followers



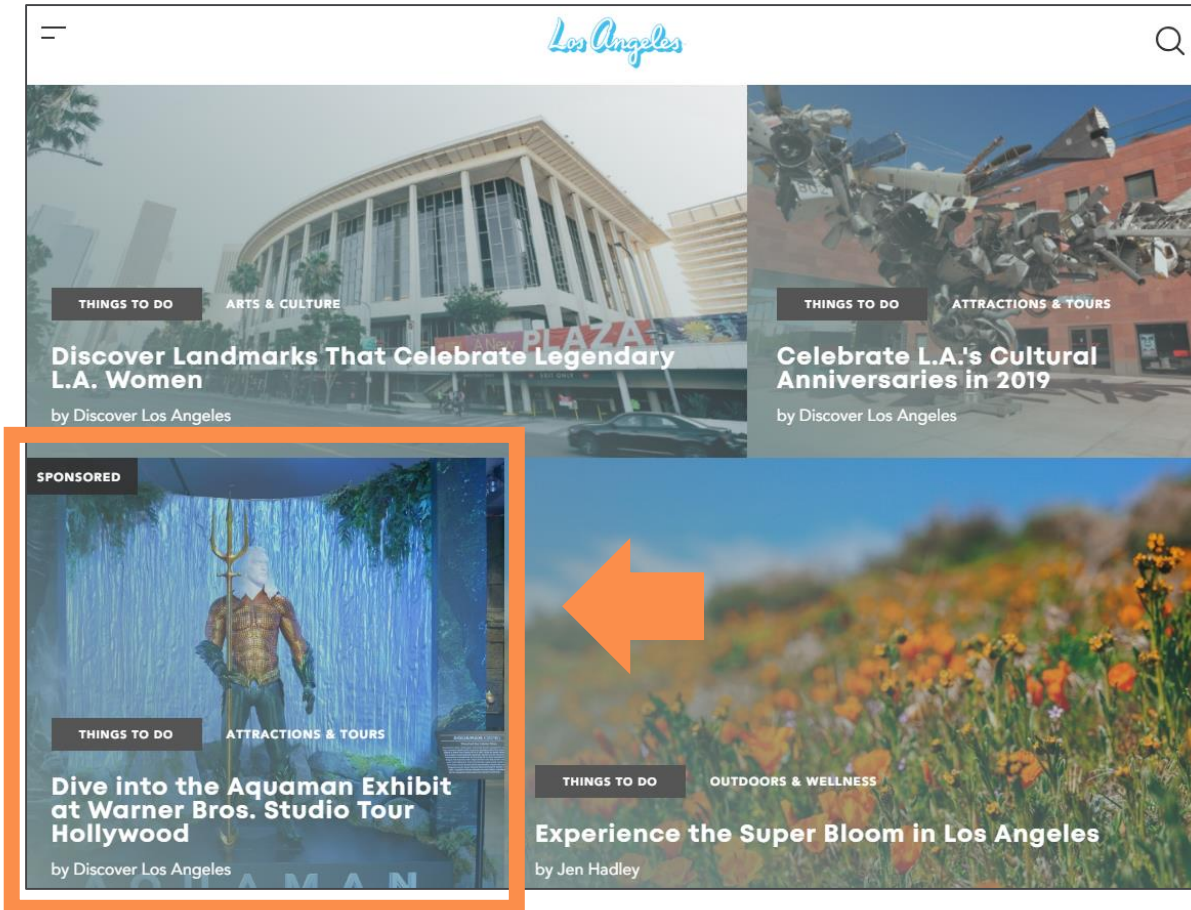
488K followers



200K newsletter
subscribers



DiscoverLosAngeles.com



Custom Content

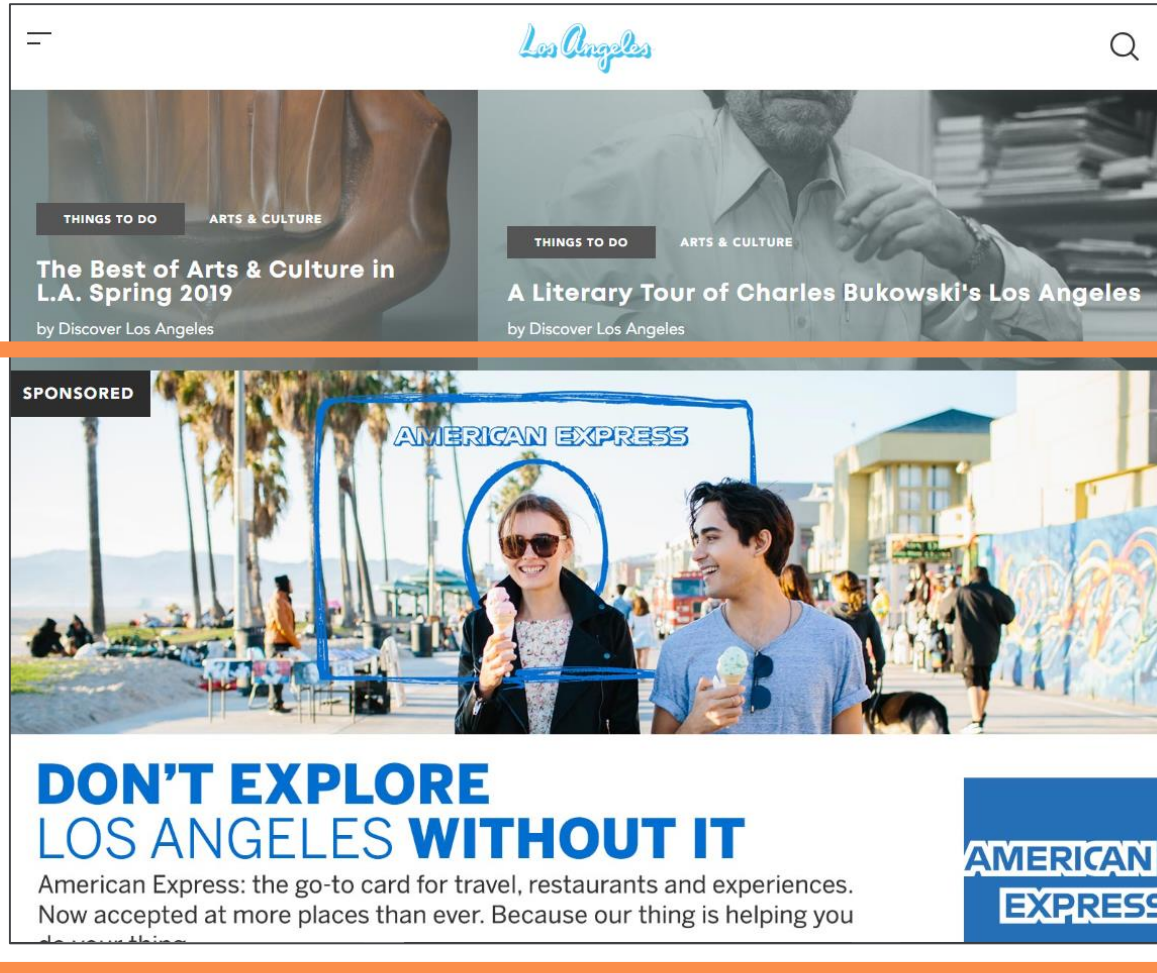
We can create custom editorial or guides that feature your brand in the city! Custom content will live for 1 year on [DiscoverLosAngeles.com](https://www.discoverlosangeles.com)

We drive traffic to the article by pushing on the following:

- discoverLA Facebook and Twitter (1.6M followers)
- discoverLA email (200K subscribers)
- discoverLA Homepage feature for 1 month (Avg. 400,000 impressions)

RATE: \$15,000

DiscoverLosAngeles.com



Digital Scroller

Mobile responsive display ad on Homepage -or- ROS Article pages

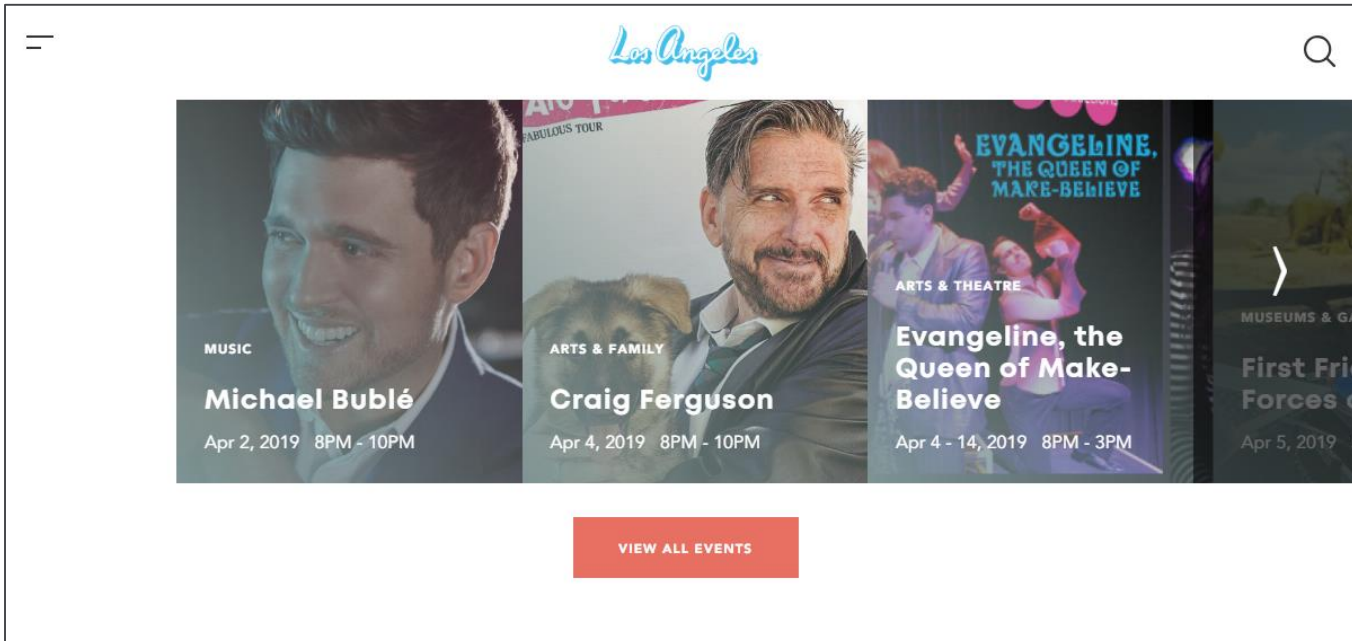
Estimated monthly impressions: 400K- 500K

SPECS: 1600x900 (desktop) + 900x700 (mobile)

RATE:

- Homepage = \$15,000 per month
- ROS Article pages = \$10,000 per month

DiscoverLosAngeles.com



ROS Block ad

ROS display ad across all discoverLA.com landing pages

Mobile Responsive Placement: Footer

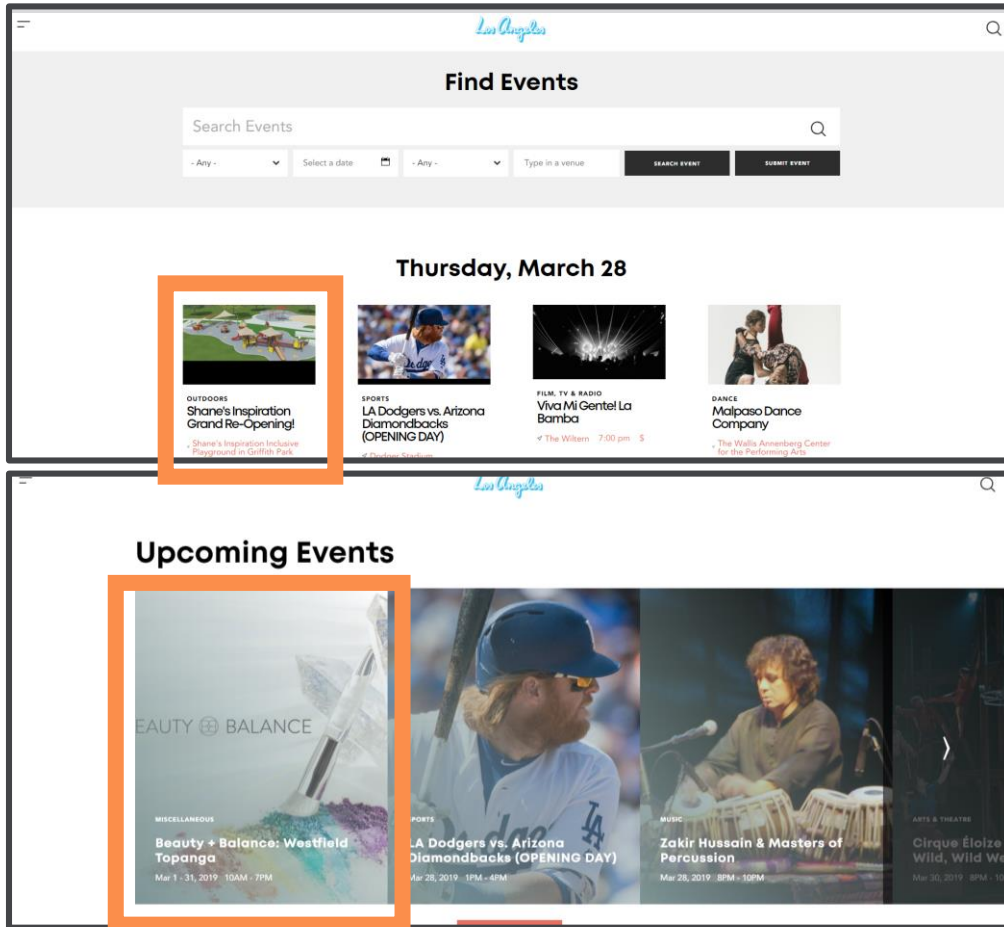
Estimated monthly impressions: 700K

SPECS: 1600x432 (desktop) + 768x267 (mobile)

RATE: \$11,000 per month



DiscoverLosAngeles.com



Events Page Sponsor

Sponsor the [events page](#) for 1 month

ASSETS:

- 1st position event listing on event date
- Homepage native block under “Upcoming Events”
- Dedicated event listing page
- ROS banner ad across event homepage and event listing pages
- 1x Featured event in discoverLA consumer newsletter to 200K subscribers

RATE: \$10,000 per month

SEE MORE VISUALS ON NEXT SLIDE

Los Angeles

FIND EVENTS

MUSIC

Michael Bublé

Share

Been There

\$65.00 - \$149.00 | Apr 2, 2019 | 8:00PM - 10:00PM

Staples Center ✓ 1111 S. Figueroa St., Los Angeles 90015

MORE INFO

ADD TO CALENDAR

GO METRO

Manual Cinema's Mementos Mori

The Broad Stage
7:30 pm \$5

ROS Banner ad



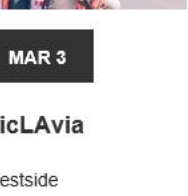


DON'T EXPLORE LOS ANGELES WITHOUT IT

American Express: the go-to card for travel, restaurants and experiences. Now accepted at more places than ever. Because our thing is helping you do your thing.

FIND L.A. GEMS [AMERICANEXPRESS.COM/MAPS](https://www.americanexpress.com/maps)






MAR 3

CicLAvia

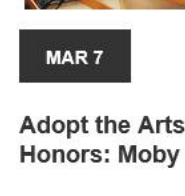
Westside



MAR 4

**LA Lakers vs
LA Clippers**

STAPLES Center



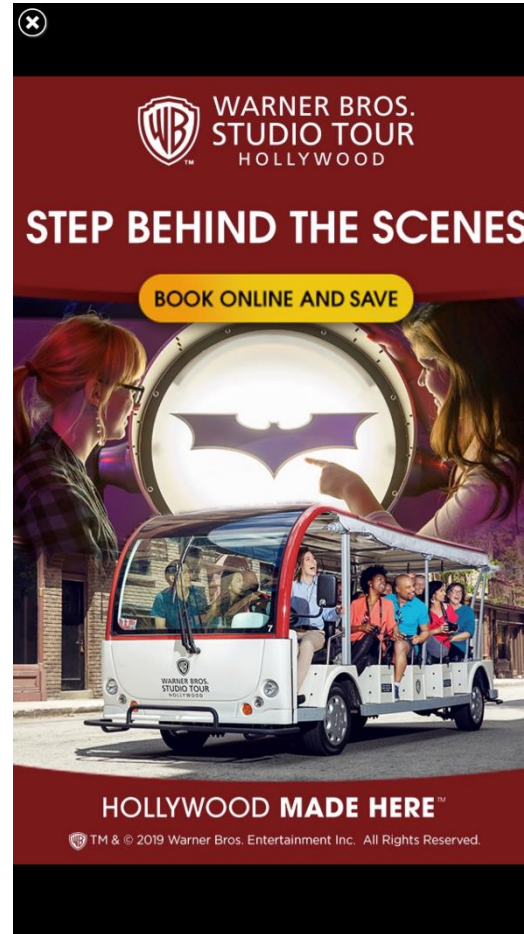
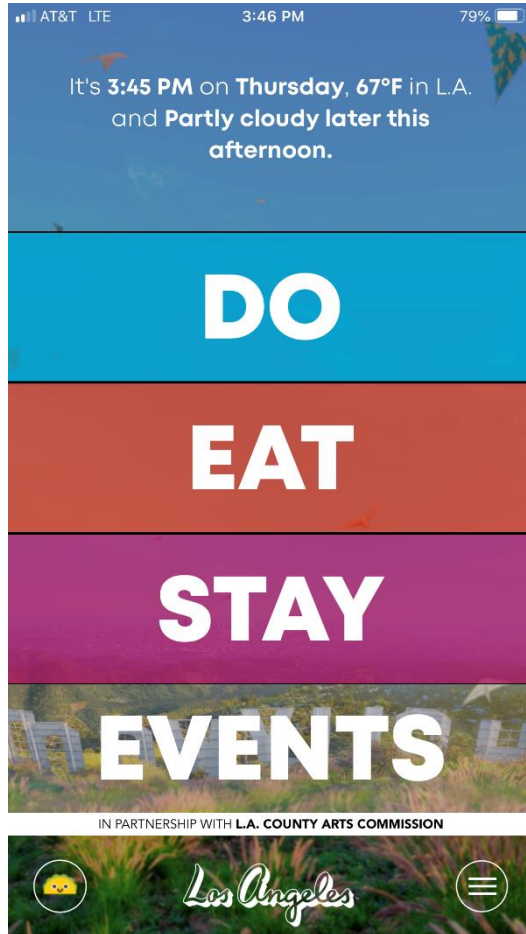
MAR 7

**Adopt the Arts
Honors: Moby**

The Wiltern

Featured event in newsletter

discoverLA App



App ad Takeover

Avg. monthly impressions: 8,000

APP Downloads: 83,000

Avg. session duration: 1 minute 30 seconds

This audience is majority in-market so it is a great touchpoint to reach the leisure audience while they are in Los Angeles

RATE: \$2,000 per month

discoverLA Newsletter

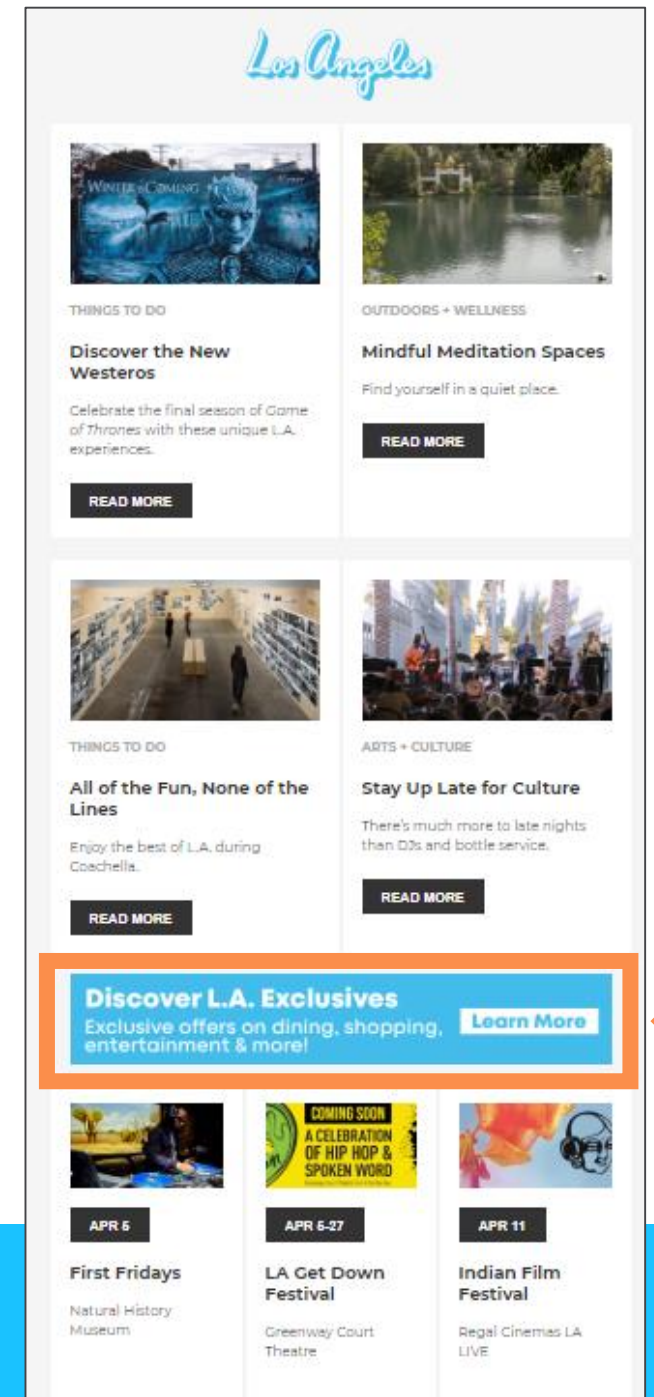
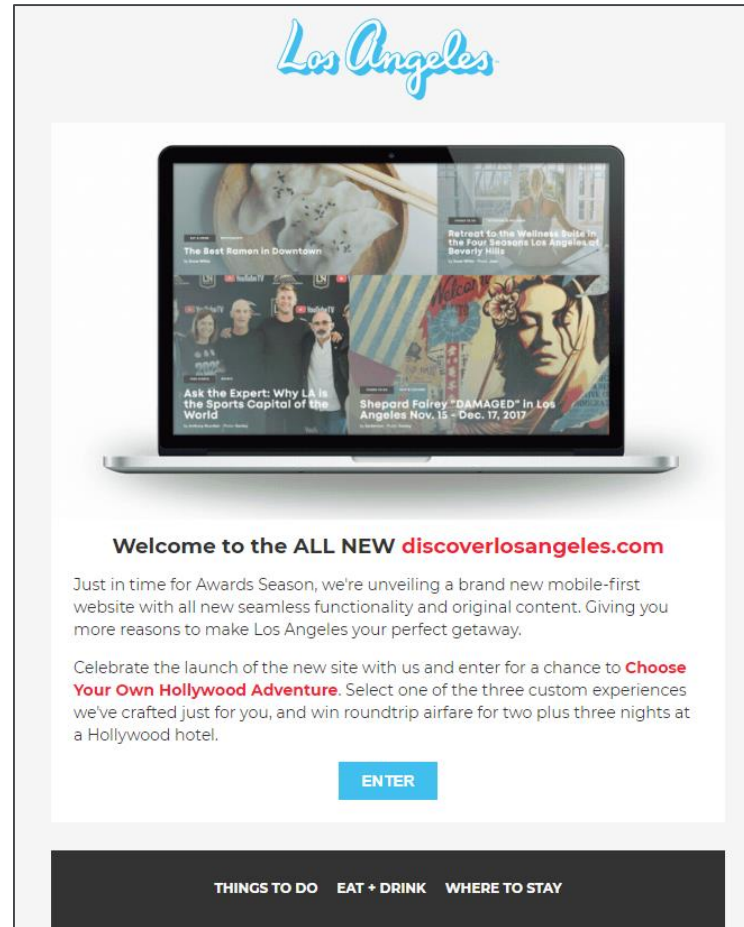
Subscribers: 200,000

Published: Thursdays

Open Rate: 10-15%

RATE:

- Banner ad (598x100) \$3,000
- Featured event \$3,000
- Dedicated email \$6,000

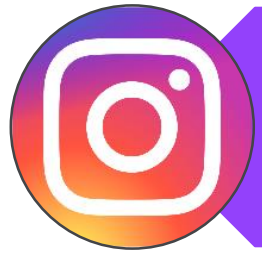


DiscoverLA Social



1.1M
followers

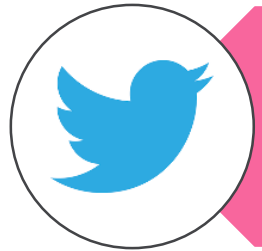
RATE: \$2,500



842K
followers

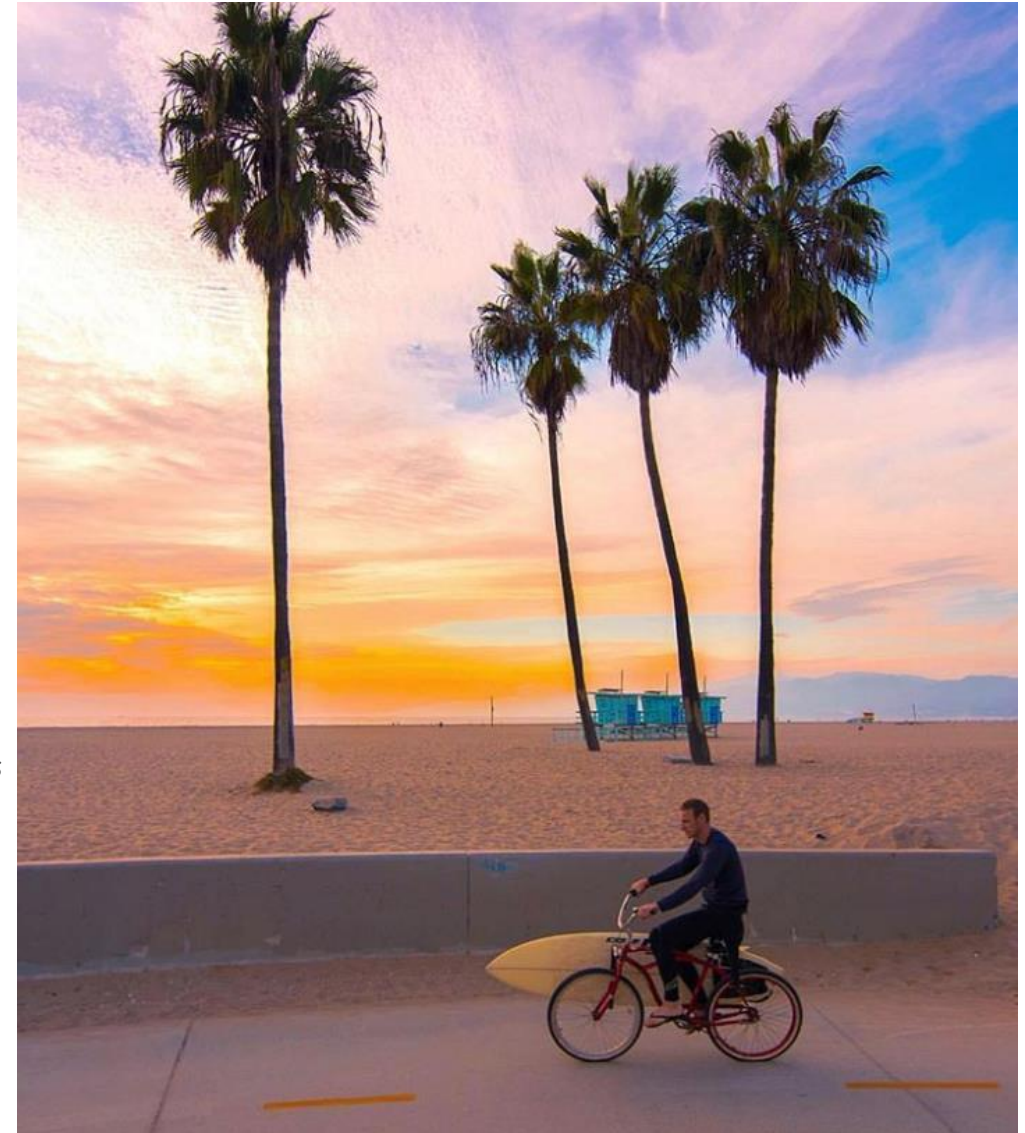
RATE: \$3,000*

**Only available for Tag2sDay
promotion for pre-approved brands*



488K
followers

RATE: \$500



RATE CARD

Homepage Scroller	Things to Do Sponsor	Eat + Drink Sponsor	Events Sponsor	Article/Guide Pages	ROS Leaderboard	App ad
\$15,000/month	\$7,500/month	\$5,000/month	\$10,000/month	\$10,000/month	\$11,000/month	\$2,000/month
Avg. 500K imp/month	Avg. 350K imp/month	Avg. 100K imp/month	Avg. 400K imp/month	Avg. 400K imp/month	Avg. 700K imp/month	Avg. 8K imp/month

**Website advertising packages require a minimum \$20,000 investment*