



Summer dineL.A. Advertising



WHAT IS dineL.A.?

Presented by the Los Angeles Tourism and Convention Board, dineL.A. is a 15-day dining event that takes place twice a year and showcases Los Angeles as a premier dining destination while highlighting the diversity of culinary experiences L.A. has to offer.

The dineL.A. brand is credited as one of the top food influencers for where to eat in L.A.



Summer dineL.A. 2018: Friday, July 13 – Friday, July 27, 2018

dineL.A. AUDIENCE

75%

TRIED A
RESTAURANT
THAT WAS
NEW TO THEM

80%

ORDERED ITEMS
IN ADDITION
TO THE
dineL.A. MENU

\$111k

AVERAGE
HOUSEHOLD
INCOME

24-34

MILLENNIALS
AVERAGE
AGE GROUP

62%

MALE

38%

FEMALE

GENDER BREAKDOWN

SUMMER dineL.A. RATE CARD

Mobile Takeover

300x250

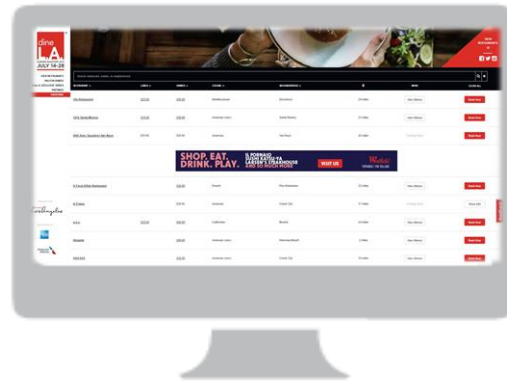


\$6,000 / 8 weeks
(100% SOV)

+ 250k Impressions*

Desktop Leaderboard

970x90



\$3,000 / 8 weeks
(50% SOV)

+ 115k Impressions*

Desktop or Mobile

Menu Pages

970x90/320x50

(see next slide for example)



\$7,000 / 8 weeks **
(50% SOV)

+ 400k Impressions*

*Non-guaranteed estimates based on 2018 Winter dineL.A.

**Not available for restaurant advertisers

SUMMMER dineL.A. MENU PAGES

Desktop Menu Pages

970x90

JOSH CELLARS IS PROUDLY POURED AT MANY dineL.A. RESTAURANTS

LUNCH MENU \$25.00 DINNER MENU \$49.00 [Book Now](#)

a.o.c.

MAKE A RESERVATION
POWERED BY OPENTABLE

Date: 12/04/2017
Time: 7:00 PM
Party Size: 2 People

[FIND A TABLE](#)

8700 W. 3rd St.
Los Angeles, CA 90048-4307
(310) 859-9859

CUISINE
Californian

HOURS OF OPERATION

LUNCH
Mon-Fri 11:30am-3pm
(No dineLA Lunch Sat-Sun)

DINNER
Tue-Sat 5:30pm-11pm
Sun-Mon 5:30pm-10pm

BRUNCH
Sat-Sun 10:00am-5:00pm
(Breakfast Until 3pm)

[Restaurant Website](#)

[Print](#)

a.o.c.

dine la
dessert selections
add a dessert \$6

bittersweet chocolate torta with coffee cream,
medjool dates, candied hazelnuts & almonds
\$6

a.o.c.

dine la
monday thru friday
11:30 to 3:00pm
\$25

first course
choose one:
two cheese & charcuterie plate
spanish fried chicken, romesco aioli
& chili-cumin butter

second course
choose one:
farmer's lunch
roasted vegetable, mushrooms, chickpea puree
burrata & grilled toast

flaked albacore salad with lemongrass sambal,
raw bok choy & misuna

roast turkey focaccia sandwich
with mozzarella, green harissa, avocado
& castelvetrano
with salad or fries

add a dessert \$6

Mobile Menu Pages

320x50

discoverlosangeles.com

JOSH CELLARS IS PROUDLY POURED AT MANY dineL.A. RESTAURANTS

[View All Restaurants](#) DINNER \$49 [INFO](#)

Abigaile
1301 Manhattan Ave. Hermosa Beach, CA 90254

dine LA **ABIGAIL** | January '18

January 12th - January 26th, 2018

\$49 PER PERSON | NOT INCLUDING TAX AND GRATUITY

MONDAY - THURSDAY: 5PM-10PM | FRIDAY & SATURDAY: 5PM - 1030PM | SUNDAY: 5PM - 9PM

EVERYONES FIRST BITES

PAO DE QUEJIDO | BRAZILIAN 'CHEVY N GODEY CHEEZY POOPS, BUTTER, SPICED HONEY

COURSE 1.....CHOOSE TWO FROM THIS SECTION

BABY HEIRLOOM TOMATO AND AVOCADO SALAD | BABY ROMAINE, SHEET ONION, RED WINE-HERB VIN
TEMPURA BLUE LAKE GREEN BEANS | GRANA PADANO, SAUCE ROMESCO
FRIED GREEN OLIVES | FENNEL SAUSAGE, ALMONDS, PARMESAN
BOCACCILLO BITES | JAMON SERRANO, FIGUILLU, QUESO MANCHEGO, EVVO
ROASTED MEDJOOD DATES & KALE SALAD | PROSCIUTTO, GOAT CHEESE, ALMONDS, PE
CRISPY BRUSSELS | BACON, GOAT CHEESE, APPLE GASTRIQUE
GRILLED ASPARAGUS | CRISPY PROSCIUTTO, POACHED EGG, TRUFFLE AIOLI
GREEN PAPAYA SALAD | WILD ARUGULA, GRANNY SMITH APPLE, PAPAYA SEED VINAIGRETTE
CHILLED SOBA | EDAMAME, SHAVED ONION, CARROT, CHILI PEANUT DRESSING
FORAGED WILD MUSHROOM | CREAMY POLIATA, GRANA PADANO, TRUFFLE OIL
SHRIMP N "GRITS" | SAUTEED SHRIMP, YADOUVAN, TASSO HAM, SCALLION, MANCHEGO

[Feedback](#)

COURSE 2.....CHOOSE TWO FROM THIS SECTION