

## LAX Coastal Magazine & Business Guide

The LAX Coastal Magazine is one of our annual publications, provided as a resource to our members, local businesses, and community residents to learn more about our organization and the LAX Coastal region. It features a directory of Chamber members, articles on pressing topics, member spotlights, local resources, and more information on how the LAX Coastal Chamber is the core of business within our area.

**This Magazine is published once a year, distributed locally and digitally, and is used by both businesses and residents as an annual resource guide to our community.**

The 2023 - 2024 Magazine cover story focuses on Sports & Entertainment, particularly in the Inglewood area as it relates to Sofi Stadium, The Kia Forum, the LA Rams, the LA Chargers, the Intuit Dome and more! We're thrilled to cover and discuss the ever evolving features of these dynamic stadiums and teams.



2022-2023



2020-2021



2019-2020



2018-2019

### LAX Coastal Magazine Facts



**63%**  
GROWTH SINCE 2013  
IN SIZE AND CONTENT



**15,000 +**  
DELIVERED TO  
LOCAL HOMES



**1,000 +**  
DELIVERED TO  
BUSINESSES



**1,000 +**  
DELIVERED TO  
HIGH-TRAFFIC  
LOCATIONS



THE LAX COASTAL REGION  
IS THE HOME TO MORE THAN  
**6,000**  
TOTAL BUSINESSES



LOS ANGELES COUNTY  
HAS A POPULATION OF  
**10,039,107**

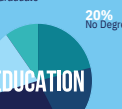
14%  
49% 65+  
Male



5% Widowed  
8.5% Divorced  
42% Never Married



11% Graduate  
22% Bachelor's Degree  
25% Some College  
21% High School Degree  
20% No Degree



12% Asian/  
Islander  
6% Indo-European  
1% Other  
43% English  
38% Spanish



15% Asian  
8% Black  
26% White  
3% Other  
48% Hispanic/Latino



\*Demographic information about the LAX Coastal area and LA County from the 2020 US Census, 2012 American Community Survey and as of July 2017 from the Los Angeles Business Journal.

## Ordering Your Magazine Ad

### Reserving Your Ad Space

To reserve ad space in this year's magazine, please fill out the attached form and contact our office at 310.645.5151 or info@laxcoastal.com

### Creating Your Artwork


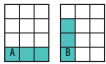
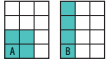

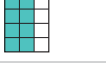

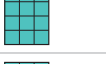

Electronic submission of industry-standard, high-resolution PDF file is preferred. All fonts should be outlined and each ad should be built to the exact publication size. All ads are printed in 4-color CMYK. For questions regarding material specifications, or to connect with a graphic designer that is a Chamber member, please contact our office at 310.645.5151 or communications@laxcoastal.com.

### Specialty Placement

The below ads are full-page, prime-placement advertisements. Premium advertisements are limited.

Specialty Placement	Member	Not-Yet Member	Dimensions
Back Page, Cover	\$3,000	\$3,600	8.375"w x 10.875"h (+.125" bleed)
Inside, Front Cover	\$2,700	\$3,200	8.375"w x 10.875"h (+.125" bleed)
Inside, Back Cover	\$2,500	\$2,950	8.375"w x 10.875"h (+.125" bleed)
Page 1	\$2,400	\$2,750	7.375"w x 9.875"h
Facing Table of Contents	\$2,300	\$2,700	7.375"w x 9.875"h

## Standard Magazine Ads

Standard Size	Display	Member Rate	Not-Yet Member	Dimensions
1/6-page		\$329	\$559	A. 2.3125"w x 4.75"h B. 4.75"w x 2.3125"h
1/4-page		\$449	\$849	A. 7.375"w x 2.3125"h B. 2.3125"w x 7.375"h
1/3-page		\$649	\$1,099	A. 4.75"w x 4.75"h B. 2.3125"w x 9.875"h
1/2-page		\$949	\$1,639	7.375"w x 4.75"h
2/3-page		\$1,229	\$2,139	4.75"w x 9.875"h
3/4-page		\$1,349	\$2,369	7.375"w x 7.25"h
Full page		\$1,619	\$2,679	7.375"w x 9.875"h
Full page Industry Feature <b>OR</b> Sponsored Content Page		\$1,689		7.375"w x 9.875"h

**Industry Features** are full-page advertisements located at the start of each industry section with the Membership Directory. Only one feature per industry is available. Chamber member exclusive.

**Sponsored Content Pages** are full-page features as a combination of advertisement plus business article.

### Available Industries

Community Resources  
Construction & Engineering  
Education  
Entertainment  
Financial/Insurance Services

Food & Beverage  
Freight Forwarding  
Health & Beauty  
Home & Business improvement  
Hospitality

Housing & Apartments  
Legal Services  
Manufacturing  
Medical & Care Services  
Nonprofit

Professional Services  
Real Estate  
Retail  
Transportation & Aviation Services

Prices can be revised without notice. For current rates, contact the Chamber at 310.645.5151. All ads must be paid for in full by 10/1/2023.

# Magazine Ad Application

## Company Information

Contact Name (Ad Authorizer)

Direct Email

Advertising Company

Address

City

State

Zip

Phone

Website

## Magazine Ad Specifications

Please mark your ad selection below. Specialty/Industry Feature Ads are available on a first-come, first-served basis. A member of Chamber staff will be in contact with you to confirm your reservation. Ad design and production is provided for an additional charge. Contact the Chamber for more details.

☐ Back Page ☐ Cover Inside ☐ Front Cover Inside ☐ Back Cover ☐ Page 1 Facing Table of Contents

☐ Industry Feature, Requested Industry Section: \_\_\_\_\_

☐ Sponsored Content Page

☐ 1/6-pg (A) ☐ 1/6-pg (B) ☐ 1/4-pg (A) ☐ 1/4-pg (B) ☐ 1/3-pg (A) ☐ 1/3-pg (B) ☐ 1/2-pg ☐ 2/3-pg ☐ 3/4-pg ☐ Full

## Methods of Payment

☐ Cash

☐ Check (payable to the LAX Coastal Chamber of Commerce)

☐ Credit (All major credit cards accepted)

Card #

Expiration Date

CVV

Name on Card

Billing Address

I understand that by providing an email address to the Chamber, on behalf of the company/organization specified above, I am authorized to and hereby consent to receive emails/faxes sent by or on behalf of the LAX Coastal Chamber of Commerce. The Chamber DOES NOT sell or distribute the email database to any outside entity. The undersigned subscribes the above total to the LAX Coastal Chamber of Commerce and pledges that they have read the contract conditions and have full power and authority to sign for the above-named company.

Signature

Date

Please send this application

via: [Email](mailto:info@laxcoastal.com) - info@laxcoastal.com

[Mail](#) - 9100 S. Sepulveda Blvd., Ste. 210, Los Angeles, CA 90045

IMPORTANT! Please read all contract conditions carefully. The Publisher cannot be liable for any oral agreements or special arrangements. (1) All contracts subject to acceptance by Publisher. (2) This contract is with the Advertiser; change of ownership or management will not affect or modify contract obligations, nor will the assertion that the signature was made by an unauthorized employee of the Advertiser. (3) Failure to acknowledge or return proof will not alter contract payment terms or obligations. (4) In the event that payment is not made by the Advertiser, in accordance with conditions of this contract, the Publisher reserves the right to pursue remedy through use of an outside collection agency. (5) The Publisher shall not be bound by any promises or agreements not contained herein, nor shall any such relieve the Advertiser or agent or their obligations hereunder. (6) The Publisher shall make reasonable attempts to match color requests, subject to technical limitations in the printing process. (7) Orders may not be canceled once received at the Publisher's office. (8) The Publisher cannot guarantee placement of advertisements unless specified on the Insertion Order. (9) Advertisers and advertising agencies are liable for all content (including text, representation and illustrations) of advertisement and are responsible without limitation, for any and all claims made thereof against the Publisher, its officers, or employees.