

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.



2016-2017



2015-2016



2014-2015

LAX Coastal Magazine Facts

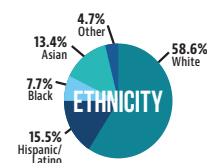
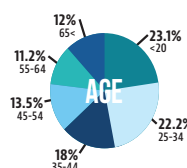
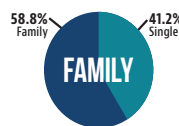
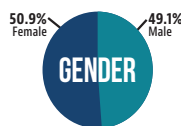
16,000+
DISTRIBUTED

-  **14,000+** DELIVERED TO LOCAL HOMES
-  **1,000+** DELIVERED TO LOCAL BUSINESSES
-  **1,000+** DELIVERED TO HIGH-TRAFFIC LOCATIONS

LAXCOASTAL
HAS A POPULATION OF
133,929

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

54.8%
OF LAX COASTAL RESIDENTS
MAKE MORE THAN
\$75,000 /YR



*Data cited from the 2010 United States Census and the 2012 American Community Survey (www.census.gov) based on zip codes 90045, 90292, 90293, 90094, & 90066

Ordering Your Magazine Ad

Purchasing an ad in the LAX Coastal Magazine & Business Guide will increase your company's visibility and promote community engagement.

Reserving Your Ad Space

To reserve ad space in this year's Magazine, please fill out the attached form and contact our Ad Sales Representative, Chamberlain Duru, at 310.645.5151 or chamberlain@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 have the Chamber design your ad for an additional fee, please contact our Creative Director, Kirby Israelson, at 310.645.5151 or kirby@laxcoastal.com.

Ad Rates

The following color ad rates for the LAX Coastal Magazine apply as of October 1, 2017, and are net to advertisers and agencies. Prices can be revised without notice. For current rates, please contact the LAX Coastal Chamber.


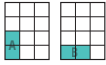


Specialty Magazine Ads

The below ads are full-page, prime-placement advertisements. Premium advertisements are limited. For current availability, please contact the LAX Coastal Chamber.

Specialty Ad Placement	Member Rate	Not-Yet Member Rate	Dimensions
Back Page, Cover	\$2,800	\$3,360	8.375"w x 10.875"h (+.125" bleed)
Inside, Front Cover	\$2,500	\$3,000	8.375"w x 10.875"h (+.125" bleed)
Inside, Back Cover	\$2,300	\$2,760	8.375"w x 10.875"h (+.125" bleed)
Page 1	\$2,200	\$2,640	7.375"w x 9.875"h
Facing Table of Contents	\$2,100	\$2,520	7.375"w x 9.875"h

SOLD!

Standard Magazine Ads - Early Bird Member Rates ending 12/15/17

Standard Ad Size	Display	Member Rate	Not-Yet Member Rate	Dimensions
1/12-page		\$199 \$159	\$279	2.3125"w x 2.3125"h
1/6-page		\$389 \$319	\$529 Save 5%!	A 2.3125"w x 4.75"h B 4.75"w x 2.3125"h
1/4-page		\$569 \$459	\$799 Save 5%!	A 7.375"w x 2.3125"h B 2.3125"w x 7.375"h
1/3-page		\$739 \$599	\$1,059 Save 5%!	A 4.75"w x 4.75"h B 2.3125"w x 9.875"h
1/2-page		\$1,059 \$849	\$1,539 Save 8%!	7.375"w x 4.75"h
2/3-page		\$1,359 \$1,089	\$1,999 Save 10%!	4.75"w x 9.875"h
3/4-page		\$1,499 \$1,199	\$2,219 Save 12%!	7.375"w x 7.25"h
Full page		\$1,799 \$1,439	\$2,499 Save 25%!	7.375"w x 9.875"h

*Early bird rates are for members only
*Ad must be paid for no later than 12/15/17

*Discount based off of 1/12-page base rate

Magazine Ad Application

Company Information

Advertisement Authorized By: _____

Advertiser: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

Magazine Ad Specifications

Please mark your ad selection below. Specialty 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
 1/12-page
 1/6-page
 1/4-page
 1/3-page
 1/2-page
 2/3-page
 3/4-page
 Full page

Payment Information

- Cash
 Check (payable to the LAX Coastal Chamber of Commerce)
 Credit (All major credit cards accepted)

Card #: _____ Exp.: _____ Name on Card: _____

Billing Address: _____

I hereby warrant that I have read the contract conditions and that I have full power and authority to sign for the above-named organization.

Signature & Title

Date

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 cancelled 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.

Once completed, please send this application to: info@laxcoastal.com / 9100 S. Sepulveda Blvd., Ste. 210, Los Angeles, CA 90045