



SoCALPULSE.com
DISCOVER THE BEAT OF SOUTHERN CALIFORNIA

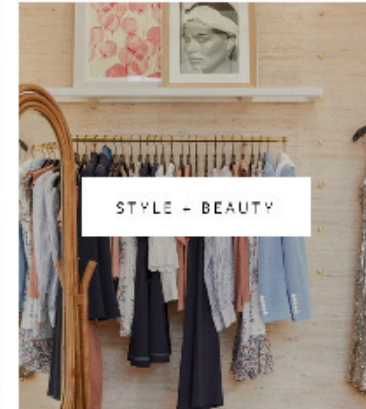
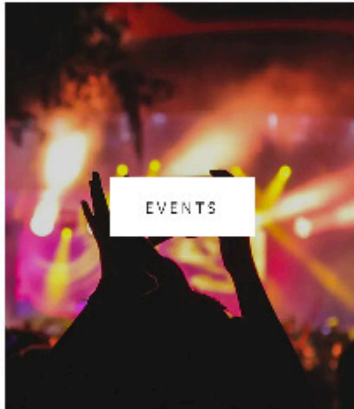
Explore LIKE A LOCAL

We are movers, shakers and tastemakers. We are foodies, music lovers and art connoisseurs who in a day can be paddle boarding at the beach then donning a tux or gown for a night at the opera. We love checking out the latest fitness and fashion trends as well as getting pampered. We are passionate about the culture of each of our neighborhoods and SoCal's unique and diverse flavors. We love Southern California. And we love sharing it with you.

FIVE KEY PILLARS

Align your marketing message with SoCalPulse.com and be a part of what inspires and influences engaged adults to experience the best Southern California has to offer.

SoCalPulse.com provides fresh and relevant digital content covering five key pillars which is complemented by the Weekend Roundup, a weekly website feature and e-newsletter presenting the top things to do in Los Angeles, Orange County and San Diego.

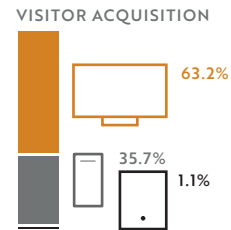


Impact DIGITAL+SOCIAL

Whether it is a high profile art exhibit or an intimate music performance, an exciting dining concept or a new cultural event, SoCalPulse.com informs of the best things to do in Southern California now.

38K+
SOCALPULSE PAGE VIEWS
PER MONTH

2.2M
IMPRESSIONS



TOP 3 DOMESTIC MARKETS : WEEKEND ROUNDUP EMAIL

LA 26.7K SUBSCRIBERS
17.8% OPEN RATE

OC 4.2K SUBSCRIBERS
35.8% OPEN RATE

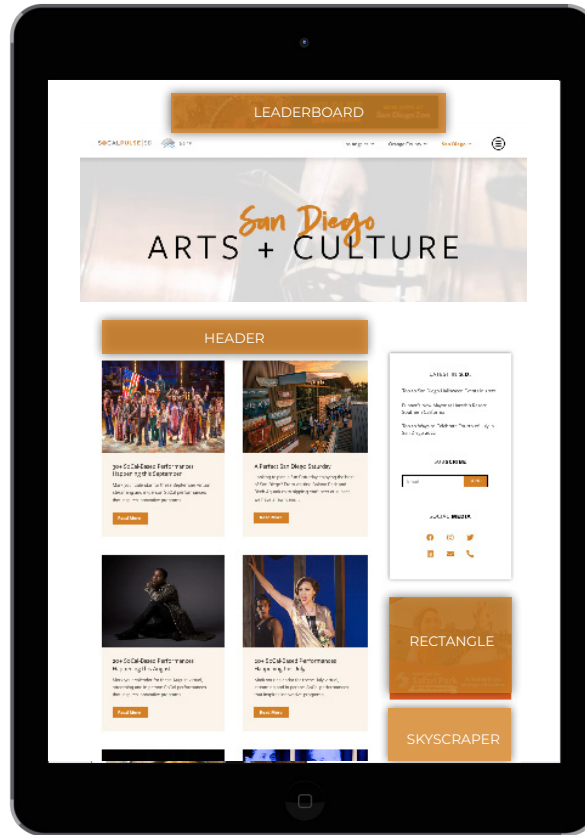
SD 6.4K SUBSCRIBERS
24% OPEN RATE


38.3K
FOLLOWERS


88.6K
FOLLOWERS


10.6K
FOLLOWERS





Digital MARKETING

Be a fixture in what's happening this month and this weekend. Both display and native advertising options align your marketing message with curated content that SoCalPulse.com's readers rely on for the best things to do in Southern California.

HIGH-IMPACT BANNER ADS + URL

Single market rates shown. Multi-market options available upon request.

728 x 90

LEADERBOARD, HEADER OR FOOTER DELIVERABLES

728 x 90 px + 320 x 50 px mobile ad
PRICE \$950 per month

300 x 250

RECTANGLE DELIVERABLES

300 x 250 px ad
PRICE \$750 per month

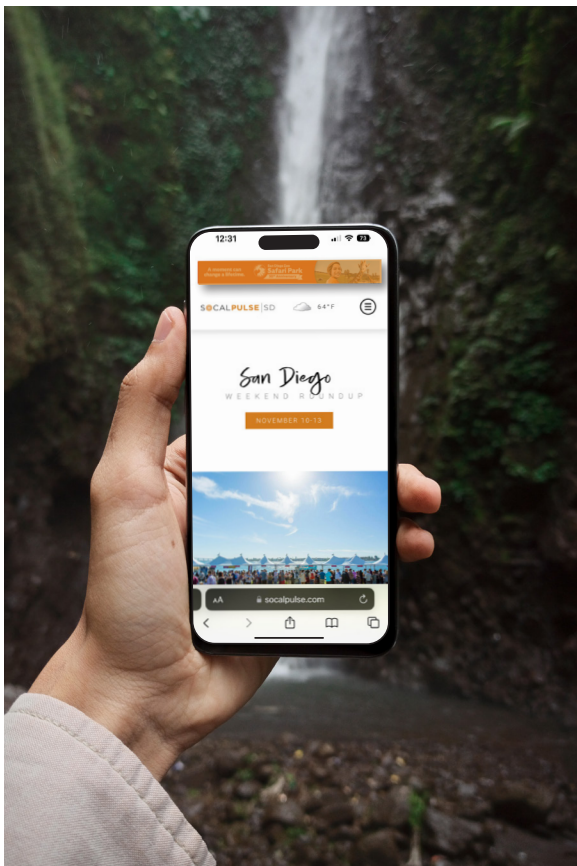
300 x 600

SKYSCRAPER DELIVERABLES

300 x 600 px ad
PRICE \$950 per month

REQUIREMENTS

.jpg or 15-second .gif files only. No flash files or impression tags (iframe, JavaScript, etc.) accepted.
40kb maximum file size
Landing page URL (tracking landing URL acceptable)



Weekend Roundup OUTREACH

Weekend Roundup is a snapshot of the top weekend experiences, curated by our in-the-know editorial staff. The Weekend Roundup email is an abridged version sent every Thursday to a substantial subscriber audience of locals and visitors.

600 x 90

DISPLAY ADVERTISING

HIGH-IMPACT EMAIL BANNER ADS

Header or Kicker

DELIVERABLES

600 x 90 px (.jpg or .gif)

Landing page URL

PRICE \$500 per week

LISTING

Image with listing copy on Weekend Roundup post and matching email blast

PRICE \$500 per listing

ENHANCED BANNER OR LISTING

Expanded reach to a targeted companion audience: Age, gender, marital status, household income, zip code, cities, interests (i.e., Music & Concerts, Family Activities, Theater/Performing Arts, etc.)

+50K Emails PRICE \$1,500

+100K Emails PRICE \$2,700

+150K Emails PRICE \$3,600

REQUIREMENTS

260 x 260 px min. image (.jpg or 15-second .gif files only) No flash files or impression tags (iframe, JavaScript, etc.) accepted.

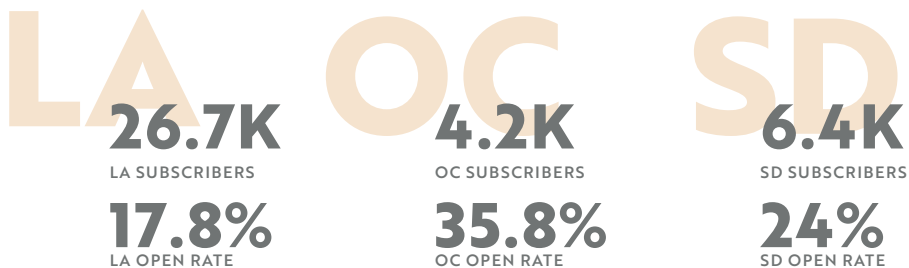
40-50 character headline + 400 character (approx 60 words) copy

Include time frame, address, phone, URL



Direct MARKETING

Send your message loud and clear to a targeted audience with SoCalPulse's email subscriber base of locals and visitors alike who love to shop, dine and experience the best of SoCal.



DEDICATED EMAIL

Custom email campaign with a unique message sent to SoCalPulse.com's Los Angeles, Orange County, and/or San Diego subscribers.

PRICE \$1000 per market/per email*

ENHANCED DEDICATED EMAIL*

Expanded reach to a targeted companion audience

+50K Emails PRICE \$2,250

+100K Emails PRICE \$4,050

+150K Emails PRICE \$5,400

*Multi-market discounts available.

DELIVERABLES

60 character subject line

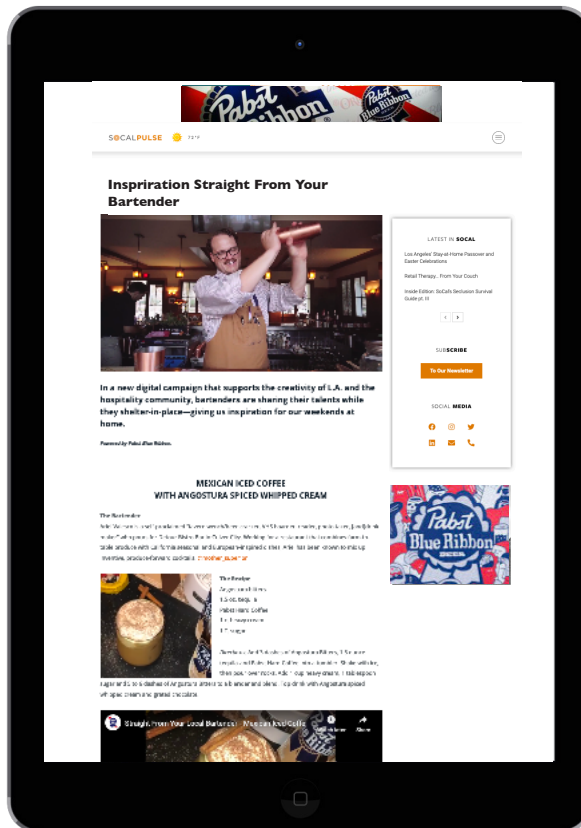
1000 px width image

40-70 character headline (seen above copy)

200 word max copy

Landing page URL

Call to action (button)



Native ADVERTISING

Reach SoCalPulse's audience organically through custom content that has the same look, feel and voice as SoCalPulse's popular editorial features.

CUSTOM CONTENT

Package includes Weekend Roundup blast web banner and social media promotion. Deliver your message organically with your own content. Our team of editors will put their touch on it for consistency of voice.

DELIVERABLES

400-800 word advertiser provided copy

PRICE \$1750

EDITORIAL CONTENT

Package includes Weekend Roundup blast web banner and social media promotion. Our SoCalPulse editor/writer will experience your product or service firsthand and report on it in an editorial-driven feature. (400-800 words)

DELIVERABLES

Arrange editor experience. Any press information or material that will assist our editor in writing the feature

PRICE \$2250

REQUIREMENTS

1000 x 650 px image (Image will be used for social platforms as well)

100 character image caption

40-70 max character headline

Landing page URL

Optional: One (1) additional image (750x500) can be added in between the copy if it exceeds 500 words

Product INTEGRATION

Through customized digital campaigns, increase your exposure to an audience looking to shop, dine and experience the best of Los Angeles, Orange County and San Diego.

MONTHLY DIGITAL CAMPAIGN PACKAGE

Single-market programs below. Multi-market programs available.

I. RAISE MY EXPOSURE

Website Rectangle Banner Ad
Weekend Roundup Email Banner Ad (1 week)

PRICE \$1000
VALUE \$1250

II. MAXIMIZE MY EXPOSURE

Website Leaderboard Banner Ad
Weekend Roundup Email Banner Ad (1 week)
Native Advertising (1 consecutive month) OR
Dedicated Email (1 consecutive month)

PRICE \$2200
VALUE \$2450+

III. BOOST MY EVENT

Weekend Roundup Email Banner Ad (1 week)
Weekend Roundup Listing (1 week)
Social media promotional post or story (week of event or on sales date only)
Event Listing

PRICE \$1250
VALUE \$2000

IV. AMPLIFY MY EVENT

Weekend Roundup Email Banner Ad (1 week)
Weekend Roundup Listing (1 week)
Website Leaderboard Banner Ad
Dedicated Email (1 consecutive month)
Social media promotional post or story (week of event or on sales date only)
Event Listing

PRICE \$2750
VALUE \$3950

Package GETAWAY

Engage directly with the subscribers in each of our drive-market destinations with a month long Getaway program, which allows brands major regional reach across digital platforms throughout Southern California. Our team will work with you to create the ultimate Getaway Package, one that will inspire users—locals and visitors alike—to participate.



DIGITAL GETAWAY PACKAGE

ENTER TO WIN

Unique landing page to promote and give details for the Getaway package

BLOG POST

Editorial post that details the getaway experience shared on the Getaway section of SoCalPulse.com

BANNER AD

Multiple banner ads to run sitewide on SoCalPulse.com for one month to promote the giveaway

DEDICATED EMAIL BLASTS

One (1) dedicated email blast to all Weekend RoundUp Subscriber markets
One (1) direct email blast to an additional 50,000 targeted audience

SOCIAL MEDIA MARKETING

Social posts across all channels in all markets

DELIVERABLES

Multiple high quality images

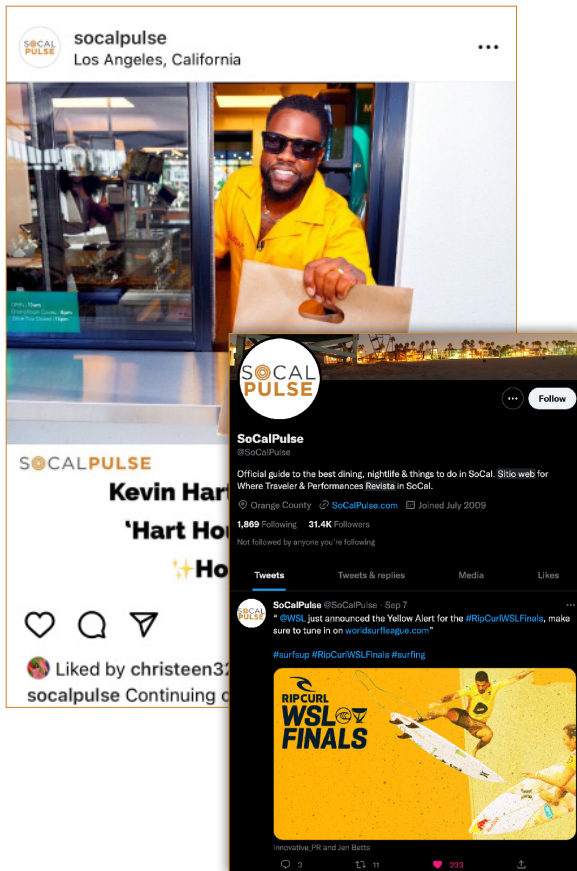
Logo

Product and/or service offer

PRICE \$7500

*VALUE \$12500+



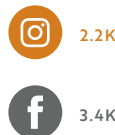


Social ENGAGEMENT

Engage with Southern California's active and engaged locals where they hang out the most—on Facebook, Twitter and Instagram through multiple social media channels or target a specific market (Los Angeles, Orange County or San Diego).



@ARRIVEDLA \$150



@ARRIVEDSAN DIEGO \$750



@SOCALPULSE \$500



FACEBOOK DELIVERABLES

IMAGE

1200 x 628, can have minimal text placed on image, if desired.

COPY

80 characters or less, including any hashtags or emojis.

LANDING PAGE

URL optional

URL list of any Facebook Pages that will be tagged in your copy

REQUIREMENTS

URL LINK

URL Link cannot appear in SoCalPulse bio but can be included in the content or post be directed to client's social media.

VIDEO + DATED MATERIAL

Any dated material will only remain live until one day after the event date.

REPETITION

Sponsored imagery and content should not repeat more than once nor come in close proximity. Advertisers who have reserved a campaign to promote a single event, product or service should be prepared to provide a variety of images and copy to select from.

TWITTER DELIVERABLES

DELIVERABLES

IMAGE

1012 x 506, can have minimal text placed on image, if desired.

COPY

110 characters or less, including any hashtags or emojis.

LANDING PAGE

URL optional

INSTAGRAM DELIVERABLES

IMAGE

1080 x 1080 (square format only). No text.

COPY

200 characters or less, including any hashtags (up to 30), accounts to tag, location tag or emojis.

LANDING PAGE

URL optional