



SOCALPULSE.com

DISCOVER THE BEAT OF SOUTHERN CALIFORNIA

Explore

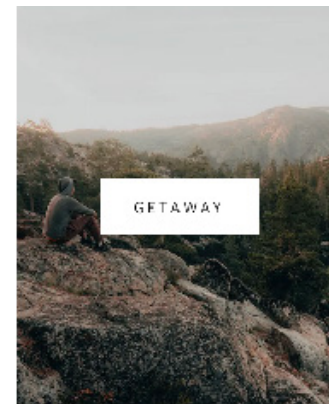
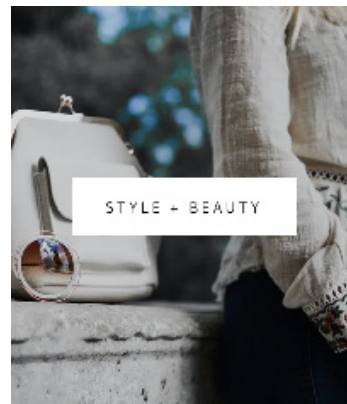
LIKE A LOCAL

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.

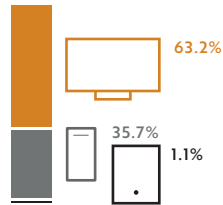
SOCALPULSE



38K+
SOCALPULSE PAGE VIEWS
PER MONTH

2.2M
IMPRESSIONS

VISITOR ACQUISITION



+ALL MARKETS

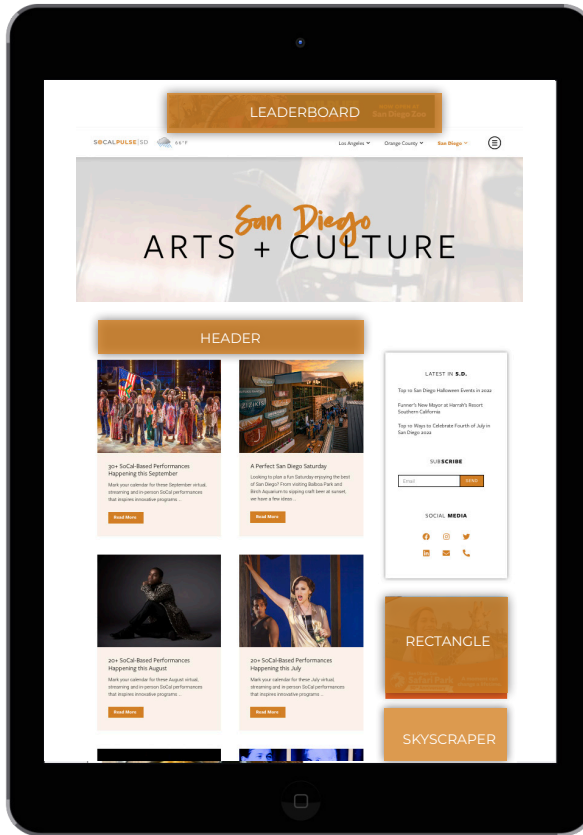


TOP 3
DOMESTIC
MARKETS

Market	Subscribers	Open Rate	Click-Thru
LA	28K	17%	2.4%
OC	4.4K	30%	2.8%
SD	5.8K	24%	2.8%

WEEKEND
ROUNDUP
EMAIL





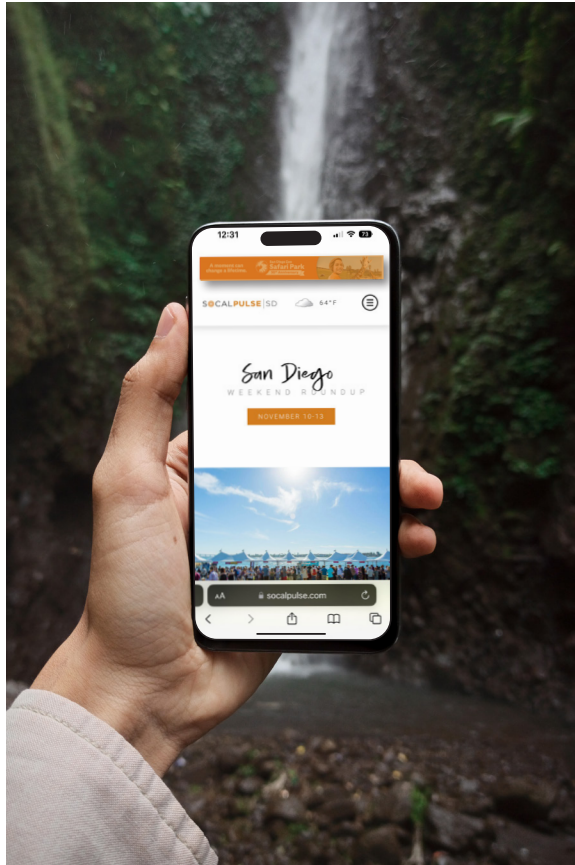
Digital MARKETING

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	<p>LEADERBOARD, HEADER OR FOOTER DELIVERABLES 728 x 90 px + 320 x 50 px mobile ad PRICE \$950 per month</p>
300 x 250	<p>RECTANGLE DELIVERABLES 300 x 250 px ad PRICE \$750 per month</p>
300 x 600	<p>SKYSCRAPER DELIVERABLES 300 x 600 px ad PRICE \$950 per month</p>
<p>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)</p>	



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/per market



+ ADD ON FOR AN ENHANCED BANNER OR LISTING

SoCalPulse subscribers plus an 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

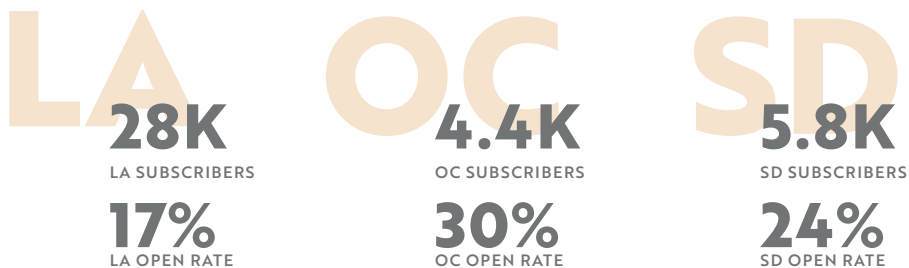
260 x 260 px min. image (.jpg or 15-second .gif files only) No flash files or impression tags (iframe, JavaScript, etc.) accepted.

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*



+ ADD ON FOR AN ENHANCED DEDICATED EMAIL*

SoCalPulse Subscribers plus an expanded reach to a targeted companion audience

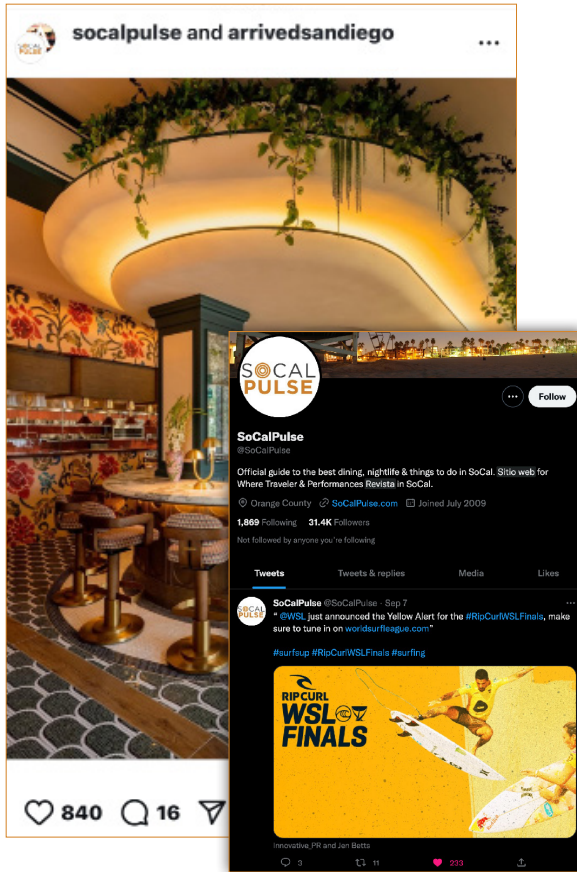
- | | |
|---------------|---------------|
| + 50K Emails | PRICE \$2,250 |
| + 100K Emails | PRICE \$4,050 |
| + 150K Emails | PRICE \$5,400 |

*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)



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).

LA

@ARRIVEDLA \$150



2.3K



3.4K

SD

@ARRIVEDSAN DIEGO \$750



64.7K



4.8K



@SOCALPULSE \$500



28.1K



7K



2.2K

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.

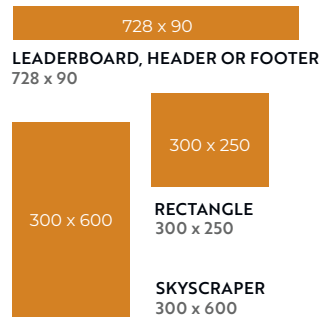
LANDING PAGE

URL optional

2026

SPECS+DEADLINES

WEBSITE OPPORTUNITIES DISPLAY ADVERTISING SIZES



REQUIREMENTS

IMAGE
.jpg or 15 second max .gif files only. No flash files accepted. 40kb maximum file size.

LANDING PAGE
URL for the banner to be directed to

NATIVE ADVERTISING: BLOG POST

REQUIREMENTS

IMAGE
1000 x 650
Optional One (1) additional image (750x500) can be added in between the copy if it exceeds 500 words

Image Caption
Up to 100 characters

HEADLINE
40-70 characters

COPY
300-1000 words

OPTIONAL
URL to include in copy
One additional image (750x500) can be added in between the copy if it exceeds 500 words

WEEKEND ROUNDUP OPPORTUNITIES EMAIL BANNER AD SIZE



HEADER OR KICKER
600 x 90

REQUIREMENTS

IMAGE
.jpg or 15 second max .gif files only. No flash files accepted. 40kb maximum file size.

Landing Page
URL for the banner to be directed to

WEB LISTING + EMAIL LISTING
REQUIREMENTS

IMAGE
260 x 260 .jpg or 15 second max .gif files only. No flash files accepted. 40kb maximum file size.

HEADLINE
Up to 50 characters

COPY
Up to 400 characters or about 60 words. In addition, please supply address, phone number, date and a URL.

DEDICATED EMAIL

SUBJECT LINE
Under 60 characters

IMAGE
1000 wide

HEADLINE
40-70 characters

COPY
Under 200 words

LANDING PAGE
URL for artwork and/or buttons

Optional Button + Copy
Usually placed after artwork/copy (Ex: Buy Tickets or Find Out More)

SOCIAL OPPORTUNITIES SOCIAL MEDIA

f FACEBOOK POST 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

📷 INSTAGRAM POST DELIVERABLES

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

COPY
200 characters or less, including any hashtags or emojis.

LANDING PAGE
URL optional
Hashtags
List of up to 30 hashtags
Accounts to Tag
Location Tag

DEADLINE + DELIVERY

DEADLINE
2 weeks prior to live date

APPROVAL
All materials are subject to approval by SoCalPulse.com

DELIVERY
EMAIL MATERIALS TO
lorenzo.delarama@californiamediagroup.com