

Overview



2025

Los Angeles Media Kit

Serving the
COMMUNITY
SINCE 2005

Celebrating
20 years

PRINT

OurWeekly
Los Angeles
OurWeekly
Antelope Valley

DIGITAL

ourweekly.com
facebook.com/ourweekly
instagram.com/ourweeklynews
x.com/ourweeklynews
linkedin.com/in/our-weekly-la8732



SCAN QR CODE
FOR OUR WEEKLY'S WEBSITE



OurWeekly LA distributes every Thursday reaching 200,000 readers weekly. Our Weekly Antelope Valley distribution every Friday reaching 30,000 readers weekly. We are the largest distributing verified-circulation Black owned newspaper on the West Coast. Sixty percent of our readership reside in the most affluent cluster of Black communities in the country and receive OW directly to their door, including communities such as: Baldwin Hills, Ladera, Windsor Hills, Lafayette Square, Blair Hills, Baldwin Vista, Leimert Park, Inglewood and Carson. Additionally, we have a targeted commercial network which channels the distribution of the paper through churches, restaurants, entertainment venues and various retail establishments throughout metropolitan Los Angeles.

OurWeekly is unique and here's why:

- ▶ **Edgy:** We don't shy away from tough or controversial subjects
- ▶ **Comprehensive:** In-depth coverage on cover and feature articles
- ▶ **Compelling:** We write about what resonates with our readership
- ▶ **Innovative:** Home of Across Black America and Addiction and Recovery
- ▶ **Original:** Design, style and format is fresh and has been copied by competitors. Readers are intrigued each week to "see what's on the cover of OurWeekly"
- ▶ **Better than competitive rates**

OurWeekly covers pertinent new stories for the community from local, state and national levels. Weekly coverage includes: Lifestyle, Health and Wellness, Art, Culture and Entertainment, Food, Book Review, Events Calendar, OpEd, Government, Politics, Business and Professional, Education, Community, and Classified.

Content



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Attention grabbing covers are always the topic of discussion every Thursday & Friday



News/Business

Features, Local, State,
National, Opinion, Across
Black America



Community News

Human Interest,
Health & Wellness,
Politics



Art & Entertainment

Features, Book Review,
Food Feature



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Calendar

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January

- The Top OW cover stories from 2024
- MLK Day & New Year Issue
- Our Weekly Anniversary

February

- Black History Month
- Health Edition

March

- Women's History Month
- Banking Edition

April

- Autism Awareness
- Easter
- Earth day

May

- African World Heritage Day/Mother's Day
- Malcolm X Day
- Memorial Day

June

- Black Music Month
- Juneteenth/Father's Day
- Home Ownership
- Mid-Term Elections

July

- Independence Day
- Health Edition

August

- National Son & Daughter Day
- Senior Citizen's Day
- Women's Equality Day

September

- Labor Day
- Grandparent's Day
- World Teachers Day

October

- World Mental Health Day
- National Bosses Day

November

- Veteran's Day
- National Adoption Day
- Black Friday

December

- World AIDS Day
- Kwanzaa & Christmas
- Year in Review/Necrology

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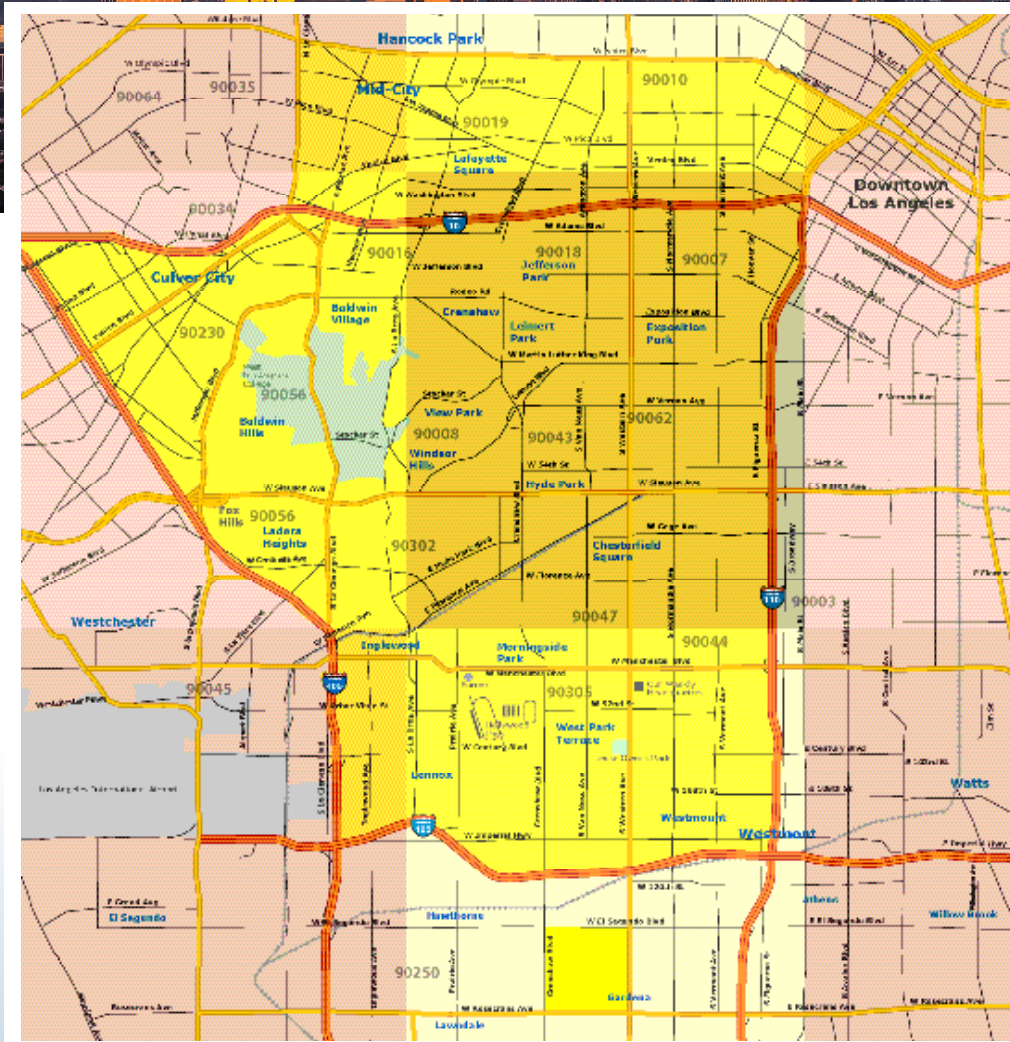


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Distribution

OurWeekly distributes to homes and retail shops across Los Angeles.

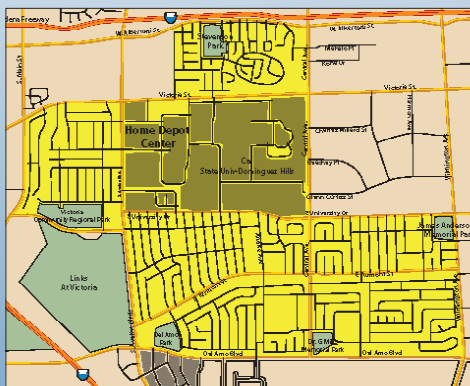


Cities

Los Angeles, Beverly Hills, Compton, Gardena, Lynwood, Inglewood, Carson, Culver City, Crenshaw, Leimert Park, Wilshire, South Los Angeles, West Adams, Baldwin Village, Jefferson Park, King Estates, Windsor Square, Miracle Mile, Windsor Hills, View Park, Westchester West Park Terrace, Morningside Park, Ladera Heights, Baldwin Hills, Fox Hills, Watts, Willowbrook, Athens, Chestferfied Square, Morning Circle

Zip Codes

90001, 90002, 90003, 90007, 90008, 90010, 90011, 90012, 90015, 90016, 90018, 90019, 90035, 90036, 90037, 90043, 90044, 90045, 90047, 90056, 90059, 90061, 90062, 90089, 90211, 90220, 90221, 90222, 90232, 90248, 90249, 90262, 90301, 90302, 90305, 90745, 90746



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General Rates

All prepayment orders qualify for a 10% discount. All rates are per week.



AD SIZES	OPEN TERM	4 WEEK TERM	8 WEEK TERM
Full Page	\$7,016.63	\$5,847.24	\$4,927.37
3/4 Page	\$5,420.37	\$4,517.01	\$3,860.60
1/2 Page	\$3,722.04	\$3,101.59	\$2,651.05
1/3 Page	\$2,554.93	\$2,129.12	\$1,819.78
1/4 Page	\$1,974.36	\$1,645.27	\$1,404.26
1/6 Page	\$1,345.56	\$1,130.52	\$964.77
1/8 Page	\$1,047.31	\$872.80	\$745.94
1/16 Page	\$719.55	\$599.59	\$512.48

AD SIZES	13 WEEK TERM	26 WEEK TERM	52 WEEK TERM
Full Page	\$4,345.80	\$3,880.20	\$3,527.43
3/4 Page	\$3,356.85	\$2,997.41	\$2,724.94
1/2 Page	\$2,305.15	\$2,058.19	\$1,871.06
1/3 Page	\$1,582.43	\$1,412.86	\$1,284.36
1/4 Page	\$1,221.82	\$1,091.84	\$992.59
1/6 Page	\$839.34	\$749.54	\$681.31
1/8 Page	\$648.62	\$579.21	\$526.43
1/16 Page	\$445.61	\$399.94	\$361.78

Double Truck Open Term \$14,682.45

COLOR

Color is an additional charge.

Spot \$550
Four Color \$1000

PREMIUM POSITION

Limited availability.

Front page ad across full bottom width.
Full color included.
Size: 10.5" wide by 1.5" deep
\$5,500

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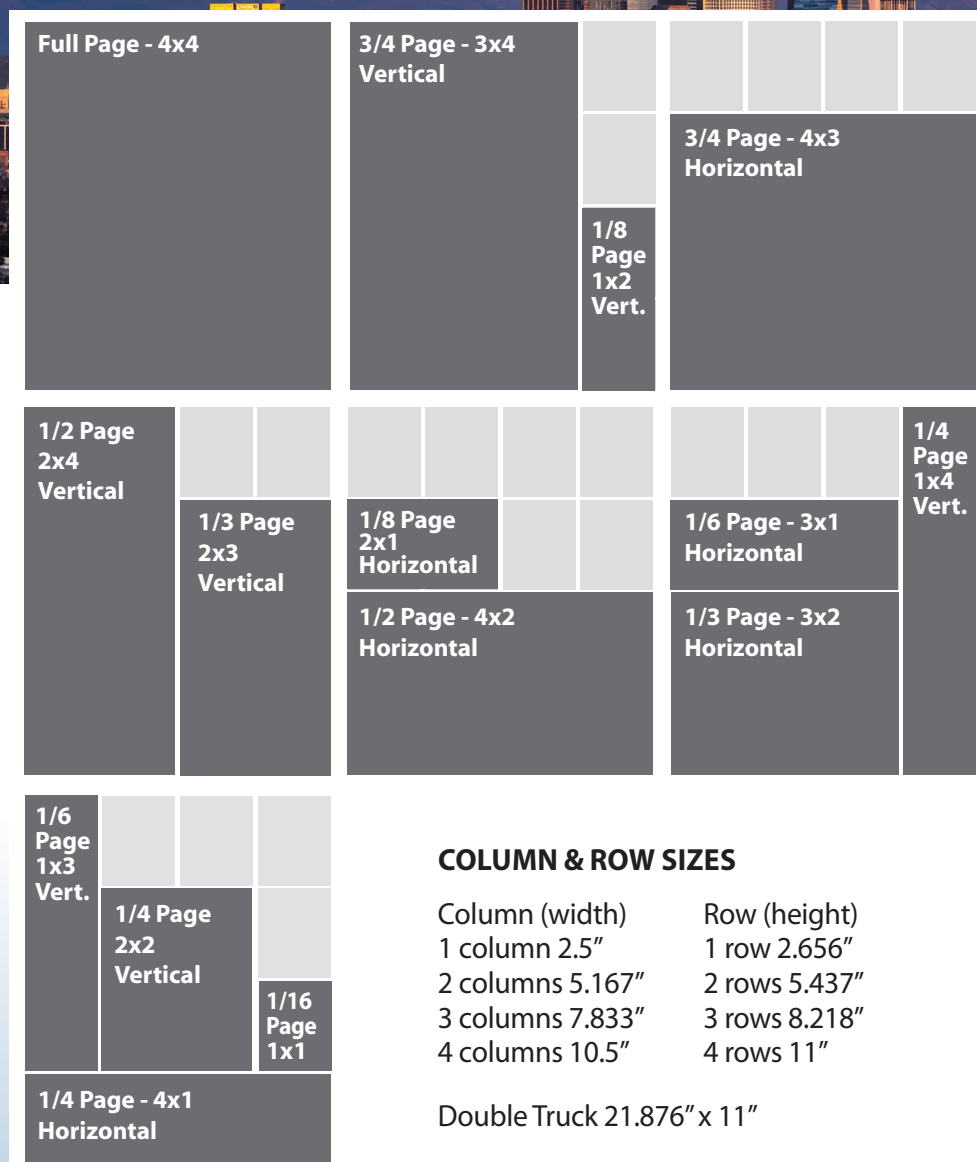
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Retail Ad Sizes



COLUMN & ROW SIZES

Column (width)	Row (height)
1 column 2.5"	1 row 2.656"
2 columns 5.167"	2 rows 5.437"
3 columns 7.833"	3 rows 8.218"
4 columns 10.5"	4 rows 11"

Double Truck 21.876" x 11"

AD SIZES

Size	Vertical (Width x Height)	Horizontal (Width x Height)	Columns x Rows
Full Page	10.5" x 11"		4x4
3/4 Page	7.833" x 11"	10.5" x 8.218"	3x4 or 4x3
1/2 Page	5.167" x 11"	10.5" x 5.437"	2x4 or 4x2
1/3 Page	5.167" x 8.218"	7.833" x 5.437"	2x3 or 3x2
1/4 Page	2.5" x 11" or 5.167" x 5.437"	10.5" x 2.656"	1x4 or 2x2 or 4x1
1/6 Page	2.5" x 8.218"	7.833" x 2.656"	1x3 or 3x1
1/8 Page	2.5" x 5.437"	5.167" x 2.656"	1x2 or 2x1
1/16 Page	2.5" x 2.656"		1x1

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Production Requirements

Advertising design: There is no charge for advertising design for use in our newspaper. Ads requiring excessive production work or substantial last-minute changes will be subject to a production charge.

Camera ready ads: We recommend documents in PDF format with fonts embedded or raw file(s) including document file, images and fonts, or TIFF's and JPEG's. True type fonts are NOT compatible with our press. Please make sure all fonts are postscript.

To ensure image clarity, the maximum ink density allowed is 240.

If submitting an ad in a native file format, we will only accept from the following software and please include the native file, all images and fonts used:

- QuarkXPress 4.11 or higher
- Adobe InDesign CS or higher
- Adobe Illustrator CS or higher
- Adobe Photoshop CS or higher

NOTE: We do not accept files created in MS Word, MS Excel, Adobe PageMaker, MS Publisher, or file formats in EPS or BMP.

Send file(s) to: ads@ourweekly.com and CC your account executive.

The subject heading of your email should include your account name, date running and size. For example: BOA - 8/6 - 1/2 Page

The file name should be your account name. For example: BOA.pdf, Lowes.tiff, etc.

Another ad delivery option is our FTP site:

FTP Address: [ftp.ourweekly.com](ftp://ftp.ourweekly.com)

User Name: advertisers

Password: ourweekly

Please notify your account executive if uploading ad copy via ftp.

Recommendations: To insure a quality print, files must be a minimum of 300dpi at 100%. They may go as high as 600dpi at 100%. Our newspaper are printed at 150 lpi. Please take into consideration that once on the press all images produce 20% darker.

Color files must be CMYK and black and white files in grayscale. No RGB, LAB, INDEX, etc. in any files.

Files received in the wrong color mode will be converted to the correct color mode. When such conversion occurs, some quality will be lost. It is in your best interest to submit correct files to ensure the highest of quality.

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Award Winning



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OurWeekly's dedication and coverage of local, state, political, national news, community features, entertainment, education, business and our uncompromising cover stories have lead us on the path of excellence.

Over the past years, OurWeekly has been recognized with many accolades.

**Black Business Association
Business of the Year**

**Greater L.A. African American
Chamber of Commerce Media of the
Year**

**National Association of Women
Business Owners Rising Star**

**National Association for the
Advancement of Colored People Ida
B. Wells Medal of Courage**

**Carson Chamber of Commerce
The Messenger Award**

**The New Leaders
The Legacy Builder Award**

**Brookins AME
The Meritorious Achievement**

**McCoy Memorial
History Makers**

**Baptist
Ministers
Conference
Media Leadership**

**Community Financial Resource
Center Community Advocate**

**Sisters At the Well
We See You**

**Recycling Black Dollars
Distinguished Publishers**

**Community Coalition
Community Soldier Award**

**Black Women Lawyers
Literacy Award**

**Congresswoman Diane Watson
Influential Business Leader**

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Substance

Content Differentiation

- ▶ **Arresting Cover Design**
(Intrigues readers as to what will be on next cover)
- ▶ Cover Design drives higher in-store pick up rate
- ▶ 90% of content written by in-house staff writers or contractors—we are talking with people/newsmakers
- ▶ Consistent weekly sections readers can rely on
- ▶ Sections include: Local News, History, Business, Art & Entertainment, Community, Across Black America and more
- ▶ Content is relevant, we don't shy away from controversial subjects
- ▶ Content is sophisticated, thought provoking, and written at a higher level than competing community papers
- ▶ Experienced Newsroom: 70+ years of combined editorial staff experience

Circulation Facts

- ▶ True Circulation—Weekly circulation is audited by Circulation Verification Council
- ▶ OurWeekly Los Angeles 50,000 weekly
OurWeekly Antelope Valley 10,000 weekly
Healthier Your magazine 15,000 quarterly
- ▶ Largest circulation audited Black paper in Southern California
- ▶ 300+ In store pick up locations
- ▶ 35,000 copies delivered directly to our readers homes weekly
- ▶ Highest in-store pick up rate in the market
(Less than 1% are left unread)
- ▶ Adjudicated for Carson
(The official paper for the city of Carson)

Competitive

- ▶ Lowest cost per million readers reached

- ▶ Out of pocket cost is lower than our competitors
(We are underpriced in comparison)

- ▶ Introductory New Customer Rate
(First time only advertisers)

Product Portfolio

- ▶ Retail, front of the book ads
- ▶ Professional Service Directory
- ▶ Classified
- ▶ Web tile and banner ads
- ▶ Facebook, Twitter
- ▶ Inserts

Value Added Advantages

- ▶ Fully Archived Website—First Black paper to launch such
- ▶ Most experienced Newspaper Executives with over 125 years combines industry experience
- ▶ Most experienced Publisher and COO in the market, 84+ years of combined industry experience
- ▶ Philanthropy: Serves or have served on the following boards: United Negro College Fund, Community Redevelopment Agency Information Technology (appointed by Mayor), National Association of Women Business Owners, National Newspaper Publishers Association, Crenshaw Chamber of Commerce, the Gas Company, CAC, and others
- ▶ Award Winning—has garnered more awards in last 8 years than any other paper in marketplace including: Best Business Award, Best Media and Rising Star Award and several others

Regular Core Group of well established companies which advertise in OW and lends further credibility

- ▶ Bank of America, Hollywood Bowl, LAPD, LA County Sheriff, Metro Transit Authority, DWP, So. Cal. Edison, Wells Fargo and other partnerships & collaborations

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Audience Profile

OurWeekly distributes to the wealthiest African American communities in the country, targeting the movers and shakers who influence buying decisions nationwide.



- ▶ According to McKinsey & Company, "In 2019, consumer expenditures by Black households totaled approximately \$835 billion. Combined spending by all Black households has increased 5 percent annually over the past two decades. It has outpaced the growth rate of combined spending by White households (3 percent), driven mostly by faster population growth.
- ▶ Combined spending by all Black households has increased 5 percent annually over the past two decades. It has outpaced the growth rate of combined spending by White households (3 percent).
- ▶ Black oriented newspaper readers are educated, wealthy consumers with significant discretionary income and plans to spend it
- ▶ Advertisers will miss reaching this key "Blockbuster" audience if they omit ad campaigns in Black Press Publications
- ▶ CA Black-press readers have an average household income of \$63,268. More than 60% of the readers are female, with 61% aged 25-54 and about half between 25 and 49. Nearly 60% are homeowners, and another 25% plan to buy a home in the next two years
- ▶ Black consumers want to be treated fairly and with dignity. How Blacks appear in your advertisements; how they feel as they do business with you and if you source culturally relevant products through Black businesses is highly relevant
- ▶ Black press readers are invaluable influencers within the African American community and are significant for marketers who are trying to leverage advertising dollars, roll out new product launches, and build awareness campaigns to this burgeoning audience
- ▶ Los Angeles has 8.56% or 332.173 Blacks

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Profile

Target audience for the past 12 months for
Black/African American



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General Profile

Age

18 – 49	67.2%
50+	32.8%

Gender

Female	51.2%
Male	48.8%

Income

\$10,000 – \$29,999	24.9%
\$30,000 – \$49,999	30.4%
\$50,000 – \$250,000	44.7%

Marital Status

Single	33.3%
Married	49.1%
Other	17.6%

Education

Some College (1 – 3 yrs.)	32.3%
College Graduate	12.8%
Post Graduate Degree	8%

Employment

Employed Full-Time	48.7%
Employed Part-Time	18.2%

Automotive Profile

Vehicles per household

1 – 2 Cars	64%
------------	-----

New vehicles per household

1 – 2 Cars	45.3%
------------	-------

Used vehicles per household

1 – 2 Cars	43%
------------	-----

Leased vehicles per household

1 – 2 Cars	7%
------------	----

Any vehicles bought new, used or leased

Bought New	49.1%
Bought Used	57.2%
Leased	6.5%

Make of any vehicle owned or leased

Ford	25.9%
Toyota	20.7%
Honda	15.6%
Chevrolet	14.1%
Nissan	10.7%

Web Ad Sizes & Rates



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2024 GENERAL ELECTION

★★★★★ **Hey California!** ★★★★★

Make sure you have a plan to vote!

FindMyPollingPlace.sos.ca.gov



Leaderboard
728px X 90px
ads not to scale

2024 GENERAL ELECTION

Hey California!

★★★★★

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CALIFORNIA TRUSTED INFO

Top, Middle & Bottom Cube
300px X 250px

WHO'S BEHIND LAURA RICHARDSON FOR SENATE?

Bankrolled by the same donors who spent \$15 million to elect Donald Trump and other MAGA Republicans.

Named one the "Most Corrupt" members of Congress 4 times.

LEARN MORE »

WHO PAID FOR THIS AD?

Sky Skrapper
300px X 600px

Position	Size	Monthly Rate	File Types
Top Leaderboard	728px X 90px 320px X 120px	\$2,800.00 (Mobile)	.jpg, .gif, animated .gif or flash
Bottom Leaderboard	728px X 90px	\$1,900.00	.jpg, .gif, animated .gif or flash
Top Cube	300px X 250px	\$1,500.00	.jpg, .gif, animated .gif or flash
Middle Cube	300px X 250px		.jpg, .gif, animated .gif or flash
SkySkrapper	300px X 600px	\$2,600.00	.jpg, .gif, animated .gif or flash

Newsletter

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Position	Size	Rate	File Types
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Top Cube	300px X 250px	\$1,000.00	.jpg, .gif, animated .gif or flash
Middle Cube	300px X 250px	\$800.00	.jpg, .gif, animated .gif or flash
Bottom Cube	300px X 250px	\$600.00	.jpg, .gif, animated .gif or flash

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