



LA SOUTH

C H A M B E R



Destination Guide

2025



Media Kit



"Serving South Los Angeles and Southbay Communities"

www.lasouthconnections.com



LA SOUTH CONNECTIONS

Our Story. Our Businesses. Our Community

Destination Guide

The Purpose of our Destination Guide is to invite tourists and guests to visit and trade in our Community.

Tourism plays a crucial role in the financial success of small businesses for several reasons:

- 1. Increased Revenue:** Tourism brings in a steady flow of visitors who spend money on various goods and services, including accommodations, dining, souvenirs, transportation, and entertainment. This influx of spending directly contributes to the revenue of local businesses, helping them thrive.
- 2. Diversification of Customer Base:** Small businesses often rely heavily on local customers. Tourism injects diversity into their customer base, reducing dependence on a single demographic or market segment. This diversification enhances resilience against economic downturns or local fluctuations.
- 3. Promotion of Local Culture and Products:** Tourism provides an opportunity for small businesses to showcase their unique offerings, whether it's artisan crafts, local cuisine, or cultural experiences. Exposure to a broader audience helps in promoting and preserving local culture while supporting entrepreneurship.
- 4. Multiplier Effect:** Tourism spending has a multiplier effect on the economy. When tourists spend money at local businesses, those businesses, in turn, spend money on supplies, wages, and services within the community. This circulation of money amplifies its impact, benefiting various sectors and stakeholders.

Why Should You Advertise Here?

Tourism is a powerful force in the growth and development of the Los Angeles economy, not only showcasing our City to the world, but also creating employment opportunities for residents and providing critical support for local businesses.

In 2022, over 50 million people visited Los Angeles, generating approximately \$35 billion in revenue for businesses in the county.

Looking ahead, Los Angeles tourism is forecasting a huge bump in Tourism Revenue and Visitors with upcoming Super Events like the **NBA All Star Game** (2026), the **FIFA World Cup** (2026), **Super Bowl LXI** (2027), and the **Summer Olympics** (2028) just to name a few.

Also opening soon is the highly anticipated **George Lucas Museum of Narrative Art**, located in Los Angeles's Exposition Park is scheduled to open in 2025.

Our goal is to attract both Leisure and Business Tourist, Conventions, Reunions, Visitors and Locals to visit and circulate their dollars in South L.A. Communities.



The Big Events Are Coming!

Brighten Your Presence, Expand Your Audience: Get Seen!"



Advertising Rates

Print & Online Flip Magazine	Rate
Back Cover 8.5"x 11" Full Bleed	\$5,000
Center Fold 2 pages 8.5" X 11" Full Bleed	\$3,000
Inside Covers (front and back) 8.5"x 11" Full Bleed	\$2,500
Spread Ad 2 pages 8.5" X 11" Full Bleed	\$1,200
Full Page 8"X 10"	\$650
1/2 Page 8" X 4.875"	\$450
1/4 Page 3.875" X 4.875"	\$350

Advertisers will get:

- Ad on Print Magazine
- Ad Digital Flip Magazine
- Ad Emailed to Mailing Lists
- Instagram Posts
- Facebook Posts
- Invite to Networking Mixers

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Top Destinations In L.A. South

1. Exposition Park
2. SoFi Stadium
3. L.A. Live
4. Watts Towers
5. Leimert Park
6. Baldwin Hills
7. Bruce's Beach
8. The Kia Forum
9. Magic Johnson Park
10. Kenneth Hann Park

Visitors Home Cities

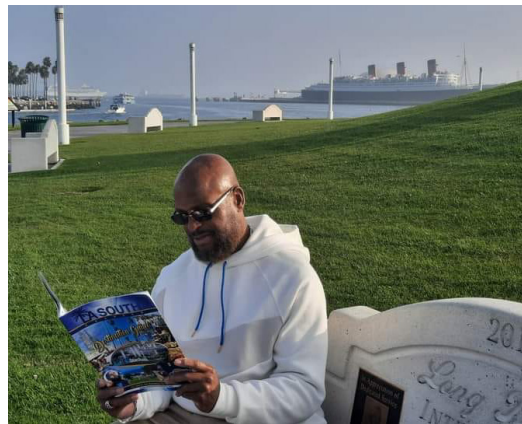
Top 10 Cities*
1. San Francisco
2. Las Vegas
3. New York
4. Seattle
5. Chicago
6. Phoenix
7. Dallas
8. Denver
9. Portland
10. Atlanta

*Data from 2022

Distribution Strategies 2025

Digital Platforms - Social Media, e-newsletter, websites, and emails.

In Person - L.A. South "Pop Up" Visitor Centers, Community and Special Events, L.A. South Tours, and our Retail Partners.



Place Your Order

lasouthchamber.com

Questions:

Dexter McLeod
(323) 282-1886
lasouthchamber@outlook.com



AD Specs

Submitted art must be at least 300 dpi. Black & white or line art (1 bit images) recommended deliver art at 600 dpi to prevent pixelation.

NOTE

Back cover, Inside cover and Spread ads are full bleed ads. Please add a 1/8" bleed all around. Keep important info like photo credits, contact info, address away from edges.

Questions

Ernesto Comodo
(310) 200-8870 | ernesto@907k.com

AD Submission

Final Ad Art must be in PDF, JPG or TIF, Send art ready files 5 business days prior to AD deadline to: ernesto@907k.com.

If you don't have Artwork Ready, we can Design your AD. Please call for a FREE consultation:
(310)200-8870 | ernesto@907k.com

Ad acceptance will be based on LASCC discretion. No offensive language or imagery of hate will be accepted.

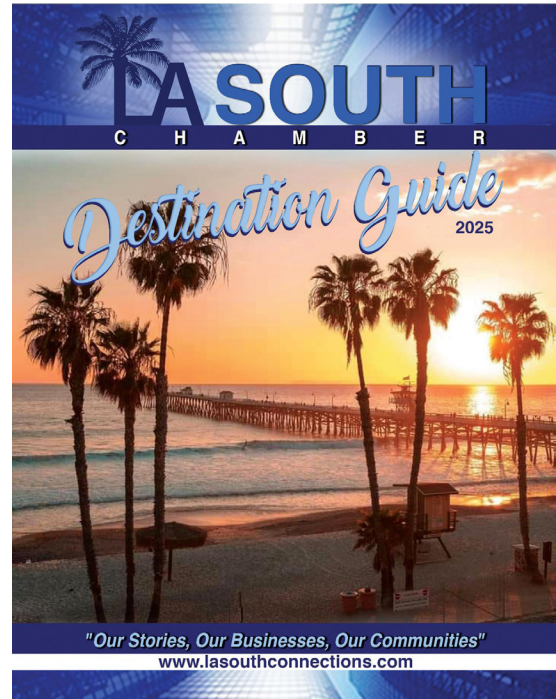
LA South Chamber of Commerce

LA South Connections is subsidiary of the LA South Chamber of Commerce (LASCC).

LASCC focuses on Business Development
*** Networking * Advocacy * Community**
We are Not your average Chamber!

What makes us Different?

1. Our Business Model of Collaboration & Cooperative Economics
2. Our Community Engagement
3. Our Teams Initiatives
4. Our Faith Based Principles
5. Our Focus on "Micro" Small Business Development
6. Our Travel Club (Networking)
7. Our Youth Mentoring Programs



LASCC Membership

Independent Consultants, Non Profits \$150

[under 10 Employees]

Small Business \$250

[1-20 Employees]

Corporation/Public Entity \$500

[51+ Employees]

Event Sponsor \$2,500

Presenting Sponsor \$5,000

Title Sponsor \$10,000

Apply Online

lasouthchamber.com/membership-application.html

More Info

www.lasouthchamber.com