

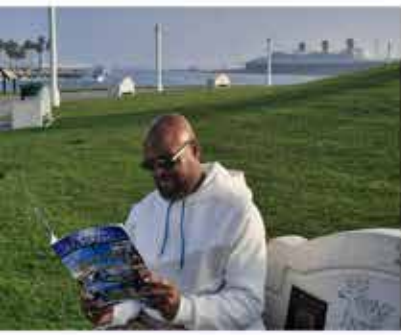
# LA SOUTH

C H A M B E R



## Destination Guide

Media Kit 2023-2024



"Serving South Los Angeles and Southbay Communities"

[www.lasouthconnections.com](http://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.**

Year after year, the L.A. "Official Visitor's Guide" has Systematically left out South L.A. What message does this send to tourists who are visiting local small businesses in South Los Angeles?

There's a need to showcase our Community to the tourists coming to our city:

- Black Heritage in the Historic South Central Avenue & Leimert Park
- The Mexican and Central American flavor
- The resurgence of Compton and Inglewood
- The Watts Towers

South Los Angeles home to the best Tacos, Pupusas, Chicken and Waffles in the entire city and maybe the West Coast!

## Why Should You Advertise Here?

This is your space! Tell your story, showcase your products and/or services. Let the people in your community and the ones visiting know that your business exists.

The South LA Destination Guide will be available in print and online. This guide has become a collector item and your ad will be in there forever. Your business will also be listed online under the LA South Connections business directory.

We have competitive rates and limited space, the earlier you commit the better placement you will receive.

Remember the buying cycle of your customers. Building brand awareness by being present in places you find your target audience is one of the best ways to start building awareness and trust.

**If your customers shop, live and/or do business in South LA you need to be in this magazine.**



## Media Coverage



## Advertising Rates

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

**Final Ad Deadline May 25, 2023**

### Advertisers will get:

- Ad on Print Magazine
- Ad Online Flip Magazine
- Ad Emailed to Current List
- Instagram Posts (min 6 posts)
- Facebook Posts (min 6 posts)

[www.LASouthConnections.com](http://www.LASouthConnections.com)

## Online Distribution Geo Location

### Monthly Website Traffic

**7,000**

avg. unique mo. visitors

### Email List

**5,000**

approx.

### Instagram

**+40,200**

followers

### Facebook

**+20,000**

followers

Top 10 Cities*
<b>1. Los Angeles</b>
<b>2. Inglewood</b>
<b>3. Hawthorne</b>
<b>4. Anaheim</b>
<b>5. Compton / Watts</b>
<b>6. Gardena</b>
<b>7. Pasadena</b>
<b>8. Las Vegas</b>
<b>9. Bellflower</b>
<b>10. Rowland Hills</b>

\*Data based on traffic from Jan-Sept 2021

\*Data based on LA South Chamber of Commerce and Partners

## Print Distribution

Coming Summer 2023

**South L.A. & South Bay Area**

**Universities & Community Colleges**

### Local Retail Businesses

Southbay Pavilion  
Baldwin Hills Mall  
Restaurants  
Convenience Stores  
Barbers & Hair Stylists  
Grocery & Drug Stores

### Public Places

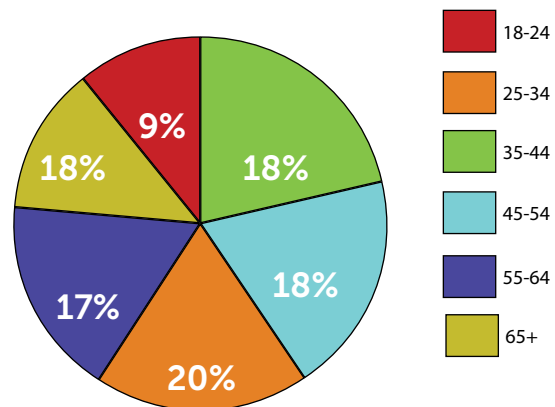
Hospitals, Libraries, Parks, Rec Centers

**LASCC Membership** 200+ Businesses, Community Organizations.

### Lodging

Hotels, Visitor Centers, Airbnb Hosts and Groups

### Age



## Place Your Order

Ad availability will be on a first come first serve basis.

Commit to your AD ASAP:

[lasouthchamber.com/destination-guide.html](http://lasouthchamber.com/destination-guide.html)

### Questions:

Dexter McLeod

(323) 282-1886 | [lasouthchamber@outlook.com](mailto:lasouthchamber@outlook.com)

## AD Specs

All art must be at least 300 dpi. If you have black and white or line art (1 bit images) its recommended that you deliver art at 600 dpi to prevent pixelation.

## REMEMBER

Back cover, Inside cover and Spread ads are full bleed ads. A bleed of 1/8" all around should be added. Keep important info like photo credits, contact info, address away from edges.

## Questions

Ernesto Comodo  
(310) 822-6980 | [ernesto@907k.com](mailto: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](mailto:ernesto@907k.com).

If you don't have Artwork Ready, we can Design your AD.  
Please call for a FREE consultation:  
(310)822-6980 | [ernesto@907k.com](mailto: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 part 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 -  
Collaboration & Cooperative Economics
2. Our Community Engagement - LA South #HOPE  
Foundation
3. Our Commitment to our Members Success -  
A Family Vibe
4. Our Faith Based Principles - "Seed, Time, and  
Harvest"
5. Our Focus on "Micro" Small Business  
Development



## 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](http://lasouthchamber.com/membership-application.html)

### More Info

[www.lasouthchamber.com](http://www.lasouthchamber.com)